RJR Account Analysis
For RJR Internal Use ONLY

Hess Gas Stations (Co-Op's)

RJR Responsibility:

Gas

Chain ID: 0353-02-XX

# of Stores: 270

AIM Data

Industry	*1st Qtr 98* Carton Volume	SOM	*2nd Qtr 98* Carton Volume	SOM	Diff vs. Prev.	*3rd Qtr 98* Carton Volume	SOM	Diff vs. Prev.	*4th Qtr 98* Carton Volume	SOM	Diff vs. Prev.
Full Price	480,687	84.96%									
Brd. Savings	52,424	9.27%									
PL/BW	32,651	5.77%									
Total Savings	*85,075*	*15.04%*									
Total	**565,762**	100.00%									
RJR		SOC		SOC			SOC			SOC	
RJR Full Price	73,567	15.30%									
RJR Brd.Sav	15,237	29.06%									
RJR PL/BW	32,651	100.00%									
RJR Tot Savings	*47,888*	*56.29%*									
		SOM		SOM			SOM			SOM	
Total RJR	**121,455**	**21.47%**									
Camel Ex Reg	14,968	2.65%									
Winston	25,925	4.58%									
Doral	13,221	2.34%									
Salem	24,076	4.26%									
Marlboro	265,448	46.92%									
Newport	61,933	10.95%									
Basic	21,090	3.73%									
GPC	8,261	1.46%									
Monarch	1,846	0.33%									
Kool	15,647	2.77%									

AIM Data

Avg Wkly Cartons/Per Store

	Industry	RJR	# of Stores
1st Qtr 98	163	35	270
2nd Qtr 98			
3rd Qtr 98			
4th Qtr 98			

RJR Profitability

	1st Qtr 98	2nd Qtr 98	3rd Qtr 98	4th Qtr 98
Contract Cost / Ctns	$0.47			
Promotional Cost / Ctns	$1.52			
Total Cost per Carton	$2.00			
Profit per Carton	**$2.83**			
Total RJR Net Profit $	**$343,948**			

Current Situation

Industry Approach (RJR/PM/BAT Lorillard in some stores). RJR Level II Contract. Forsyth Private Label Brand- SIGNATURE

Goals for Account

Sell New World Contracts for 2nd Half 1998

Maintain presence. Continue to build volume and share.

	Base	YTD	Diff.
RJR Full Price SOM	14.77%	15.30%	+0.53%
RJR Share of Savings	51.05%	56.30%	+5.22%
Total RJR SOM	20.65%	21.46%	+0.81%
Camel Ex Reg SOM	2.99%	2.65%	-0.34%
Doral SOM	2.29%	2.34%	+0.06%

51851 2720

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJR Account Analysis
For RJR Internal Use Only

Hess Gas Stations (Co-Op's)
Gas
Chain ID: 0353-02-XX
# of Stores: 270

1st Qtr 98
Action Plan:
Sell all National Promotions, and Quarterly Defensive Programs
Present 1997 Business review
Finalize plans for Top To Top Meeting

Results:
Sold all National Promotions, and Quarterly Defensive Programs
Presented 1997 Business review
Finalized plans for Top To Top Meeting date set for May 7 & 8.

2nd Qtr 98
Action Plan:
Attend and present 1st Quarter Business Review at Top To Top Meeting on May 7&8
Sell all National Promotions, and Quarterly Defensive Programs
Present and finalize signing of Contracts for 2nd Half 1998

Results:

3rd Qtr 98
Action Plan:

Results:

4th Qtr 98
Action Plan:

Results:

51851 2721

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJR Account Analysis
For RJR Internal Use ONLY

Hess Gas Stations (Co-Op's)

RJR Responsibility: Nick Kuruc

Gas

Chain ID: 0353-02-XX

# of Stores: 289

AIM Data

	1997											
	Carton Volume	SOM	Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.
Industry											
Full Price	1,757,885	83.82%									
Brd. Savings	216,124	10.31%									
PL/BW	123,261	5.88%									
Total Savings	*339,385*	*16.18%*									
Total	2,097,270	100.00%									
RJR		SOC		SOC			SOC			SOC	
RJR Full Price	259,752	14.78%									
RJR Brd.Sav	59,249	27.41%									
RJR PL/BW	114,116	92.58%									
RJR Tot Savings	*173,365*	*51.08%*									
		SOM		SOM			SOM			SOM	
Total RJR	**433,117**	**20.65%**									
Camel Ex Reg	62,697	2.99%									
Winston	90,111	4.30%									
Doral	48,021	2.29%									
Salem	71,531	3.41%									
Marlboro	862,718	41.14%									
Newport	276,558	13.19%									
Basic	84,344	4.02%									
GPC	30,664	1.46%									
Monarch	10,281	0.49%									
Kool	56,453	2.69%									

AIM Data

Avg Wkly Cartons/Per Store

	Industry	RJR	# of Stores
1997	139	29	289

RJR Profitability

	1997
Contract Cost / Ctns	$0.48
Promotional Cost / Ctns	$1.68
Total Cost per Carton	$2.16
Profit per Carton	***$2.65***
Total RJR Net Profit $'s	**$1,148,867**

Current Situation

Industry Approach (RJR/PM/BAT Lorillard in some stores). RJR Level II Contract. Forsyth Private Label Brand- SIGNATURE

Goals for Account

Maintain presence. Continue to build volume and share.

	Base YTD	Diff.
RJR Full Price SOM	14.77%	-14.77%
RJR Share of Savings	51.08%	-51.08%
Total RJR SOM	20.65%	-20.65%
Camel Ex Reg SOM	2.99%	-2.99%
Doral SOM	2.29%	-2.29%

51851 2722

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJR Account Analysis
For RJR Internal Use Only

Hess Gas Stations (Co-Op's)
Gas
Chain ID: 0353-02-XX
# of Stores: 289

1997
Action Plan:

Results:

[redacted]
Action Plan:

Results:

[redacted]
Action Plan:

Results:

[redacted]
Action Plan:

Results:

51851 2723

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: HESS MART INC.
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1996/01/01 - 1996/12/31 ELAPSED DAYS: 366
1ST.PERIOD DATES: / / - / / ELAPSED DAYS: 0

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
X (3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
X (5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER RIDE TIER	OVER RIDE SEG	BRAND DESCRIPTION

OVER RIDE	TIER DESCRIPTION
1	FULL PRICE
2	BRANDED SAVINGS
3	PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CLASS:

SALES LEVEL:
CHAIN: 035303XX
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

****
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REPORT MESSAGES:

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAM530B5 1 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 01/31/97 08:30
COMPANY SUMMARY BY TIER
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS			17		17		0/100	
R.J. REYNOLDS			301153	18.24%	301153	18.24	0/100	
PHILIP MORRIS			1024454	62.07%	1024454	62.07	0/100	
LORILLARD			191413	11.59%	191413	11.59	0/100	
LIGGETT & MYERS			5234	0.31%	5234	0.31	0/100	
B.A.T.			128084	7.76%	128084	7.76	0/100	
-INDUSTRY FULL PRICE			1650355	79.14%	1650355		0/100	
BRANDED SAVINGS								
R.J. REYNOLDS			112009	30.37%	112009	30.37	0/100	
PHILIP MORRIS			118277	32.07%	118277	32.07	0/100	
LORILLARD			5483	1.48%	5483	1.48	0/100	
LIGGETT & MYERS			9112	2.47%	9112	2.47	0/100	
B.A.T.			123860	33.58%	123860	33.58	0/100	
-INDUSTRY BRANDED SAVINGS			368742	17.68%	368742		0/100	
PL/BLK & WHT								
OTHER MISC MANUFTURS			960	1.44%	960	1.44	0/100	
R.J. REYNOLDS			63173	95.17%	63173	95.17	0/100	
PHILIP MORRIS			2244	3.38%	2244	3.38	0/100	
LIGGETT & MYERS			-4		-4		0/100	
-INDUSTRY PL/BLK & WHT			66373	3.18%	66373		0/100	
- INDUSTRY- SAVINGS			435114	20.86%	435114		0/100	
-INDUSTRY- TOTAL			2085469	100.00%	2085469		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			977	0.04%	977	0.04	0/100	
R.J. REYNOLDS			476335	22.84%	476335	22.84	0/100	
PHILIP MORRIS			1144975	54.90%	1144975	54.90	0/100	
LORILLARD			196896	9.44%	196896	9.44	0/100	
LIGGETT & MYERS			14342	0.68%	14342	0.68	0/100	
B.A.T.			251944	12.08%	251944	12.08	0/100	
-COMBINED- INDUSTRY			2085469	100.00%	2085469		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2725

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAMS30B5 2 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 01/31/97 08:30
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT ST MORITZ			12		12			
TOT DUNHILL			4		4			
TOT DU MAURIER			1		1			
TOTAL OTH FULL PRICE			17		17			
TOT MISC UNKNO			960	0.05%	960	0.05		
TOTAL OTH PL/BLK & WHT			960	0.05%	960	0.05		
TOTAL OTHER MISC MANUFTURS			977	0.05%	977	0.05		
TOT CAMEL REG			10365	0.50%	10365	0.50		
TOT CAMEL XREG			74965	3.59%	74965	3.59		
TOT CAMEL			85330	4.09%	85330	4.09		
TOT MORE			6764	0.32%	6764	0.32		
TOT NOW			9044	0.43%	9044	0.43		
TOT SALEM			70798	3.39%	70798	3.39		
TOT VANTAGE			22871	1.10%	22871	1.10		
TOT WINSTON SELECT			13934	0.67%	13934	0.67		
TOT WINSTON XSEL			92411	4.43%	92411	4.43		
TOT WINSTON			106345	5.10%	106345	5.10		
TOTAL RJR FULL PRICE			301153	14.44%	301153	14.44		
TOT MONARCH			14613	0.70%	14613	0.70		
TOT DORAL			93237	4.47%	93237	4.47		
TOT MAGNA			2706	0.13%	2706	0.13		
TOT CENTURY			639	0.03%	639	0.03		
TOT STERLING			815	0.04%	815	0.04		
TOTAL RJR BRANDED SAVINGS			112009	5.37%	112009	5.37		
TOT SIGNATURE			61489	2.95%	61489	2.95		
TOT PRICE MASTER			1239	0.06%	1239	0.06		
TOT BARGAIN KING			175	0.01%	175	0.01		
TOT WORTH			318	0.02%	318	0.02		
TOT DIRECTORS CHOI			-48		-48			
TOT MANCHESTER			-1		-1			
TOTAL RJR PL/BLK & WHT			63173	3.03%	63173	3.03		
TOTAL R.J. REYNOLDS			476335	22.84%	476335	22.84		
TOT BENSON & HEDGE			48902	2.34%	48902	2.34		
TOT BEN & HED MULT			73		73			

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2726

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

PL/BLK & WHT	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT MERIT			61792	2.96%	61792	2.96		
TOT MARLBORO			837067	40.14%	837067	40.14		
TOT PARLIAMENT			26193	1.26%	26193	1.26		
TOT COMMANDER			27		27			
TOT SARATOGA			1506	0.07%	1506	0.07		
TOT VIRGINIA SLIMS			48533	2.33%	48533	2.33		
TOT PLAYERS (20)			361	0.02%	361	0.02		
TOTAL PM FULL PRICE			1024454	49.12%	1024454	49.12		
TOT ALPINE (G)			6421	0.31%	6421	0.31		
TOT BRISTOL			555	0.03%	555	0.03		
TOT BUCKS			698	0.03%	698	0.03		
TOT BASIC			95349	4.57%	95349	4.57		
TOT PLAYERS (25) S			12		12			
TOT CAMBRIDGE			15242	0.73%	15242	0.73		
TOTAL PM BRANDED SAVINGS			118277	5.67%	118277	5.67		
TOT KNIGHT & SHIEL			2244	0.11%	2244	0.11		
TOTAL PM PL/BLK & WHT			2244	0.11%	2244	0.11		
TOTAL PHILIP MORRIS			1144975	54.90%	1144975	54.90		
TOT HARLEY DAVSN			84		84			
TOT KENT			15913	0.76%	15913	0.76		
TOT MAX			474	0.02%	474	0.02		
TOT NEWPORT			157146	7.54%	157146	7.54		
TOT SATIN			38		38			
TOT STYLE			436	0.02%	436	0.02		
TOT OLD GOLD			4374	0.21%	4374	0.21		
TOT TRUE			12947	0.62%	12947	0.62		
TOTAL LOR FULL PRICE			191413	9.18%	191413	9.18		
TOT H.DAVIDSON(G)			80		80			
TOT OLD GOLD (G)			5403	0.26%	5403	0.26		
TOTAL LOR BRANDED SAVINGS			5483	0.26%	5483	0.26		
TOTAL LORILLARD			196896	9.44%	196896	9.44		
TOT CHESTERFIELD			477	0.02%	477	0.02		
TOT EVE			2194	0.11%	2194	0.11		
TOT L&M			994	0.05%	994	0.05		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2727

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRANDED SAVINGS	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT LARK			1569	0.08%	1569	0.08		
TOTAL L&M FULL PRICE			5234	0.25%	5234	0.25		
TOT PYRAMID			9112	0.44%	9112	0.44		
TOTAL L&M BRANDED SAVINGS			9112	0.44%	9112	0.44		
TOT YOURS			1		1			
TOT TOURNEY			-5		-5			
TOTAL L&M PL/BLK & WHT			-4		-4			
TOTAL LIGGETT & MYERS			14342	0.69%	14342	0.69		
TOT CARLTON			25011	1.20%	25011	1.20		
TOT PALL MALL			17000	0.82%	17000	0.82		
TOT TAREYTON			8009	0.38%	8009	0.38		
TOT BELAIR			2068	0.10%	2068	0.10		
TOT CAPRI TRIM			12235	0.59%	12235	0.59		
TOT KOOL			54492	2.61%	54492	2.61		
TOT LUCKY STRIKE			4914	0.24%	4914	0.24		
TOT RALEIGH			1464	0.07%	1464	0.07		
TOT BARCLAY			2891	0.14%	2891	0.14		
TOTAL B&W FULL PRICE			128084	6.14%	128084	6.14		
TOT LUCKY STRIKE S			-2		-2			
TOT MALIBU			20		20			
TOT MISTY			18594	0.89%	18594	0.89		
TOT MONTCLAIR			5921	0.28%	5921	0.28		
TOT RIVIERA			-1		-1			
TOT BULL DURHAM			-2		-2			
TOT AMERICAN			1		1			
TOT GPC			87334	4.19%	87334	4.19		
TOT RALEIGH EX			1098	0.05%	1098	0.05		
TOT RICHLAND(20)			92		92			
TOT VICEROY (G)			10804	0.52%	10804	0.52		
TOTAL B&W BRANDED SAVINGS			123860	5.94%	123860	5.94		
TOTAL B.A.T.			251944	12.08%	251944	12.08		
-INDUSTRY- TOTAL			2085469	100.00%	2085469		0/100	

COMBINED TOTALS(ALL BRANDS)

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2728

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAM530B5 1 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 01/31/97 08:30
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

COMPANY TOTALS(ALL BRANDS)	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS			977	0.04%	977	0.04	0/100	
R.J. REYNOLDS			476335	22.84%	476335	22.84	0/100	
PHILIP MORRIS			1144975	54.90%	1144975	54.90	0/100	
LORILLARD			196896	9.44%	196896	9.44	0/100	
LIGGETT & MYERS			14342	0.68%	14342	0.68	0/100	
B.A.T.			251944	12.08%	251944	12.08	0/100	
-COMBINED- INDUSTRY			2085469	100.00%	2085469		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2729

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. OTHER MISC MANUFTURS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
ST MORITZ M 100	1376001142			11		11	
ST MORITZ-ALL STYL	7770500113			1		1	
TOT ST MORITZ				12		12	
DUNHILL LT M 85 BX	1376000110			4		4	
TOT DUNHILL				4		4	
DUMAURIER LT KS BX	5930050882			1		1	
TOT DU MAURIER				1		1	
UNIDENTIFIED STYLS D	90102D000D			960	0.05%	960	
TOT MISC UNKNOWN B				960	0.05%	960	
OTHER MISC MANUFTURS				977	0.05%	977	0.05

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2730

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CAMEL NF 70	1230010113			10365	0.50%	10365	
TOT CAMEL REG				10365	0.50%	10365	
CAMEL F 85 HP	D 12300D1DEH			124	0.01%	124	
CAMEL F 85 SP	D 12300D1D97			124	0.01%	124	
CAMEL LT F 85 SP	D 12300D1E29			124	0.01%	124	
CAMEL LT F 85 HP	D 12300D1F13			124	0.01%	124	
CAMEL M 83 BX	D 12300D35AH			118	0.01%	118	
CAMEL SPL LT 85 BX	F 12300FB7AD			156	0.01%	156	
CAMEL SPL LT 85	F 12300FB753			156	0.01%	156	
CAMEL F 85 HP	F 12300F1DEH			499	0.02%	499	
CAMEL F 85 SP	F 12300F1D97			322	0.02%	322	
CAMEL LT F 85 SP	F 12300F1E29			322	0.02%	322	
CAMEL LT F 85 HP	P 12300F1F13			499	0.02%	499	
CAMEL M 83 BX	F 12300F35AH			589	0.03%	589	
CAMEL M LT83 BX	F 12300F35G9			573	0.03%	573	
CAMEL F 85 HP	P 12300P1DEH			618	0.03%	618	
CAMEL F 85 SP	P 12300P1D97			618	0.03%	618	
CAMEL LT F 85 SP	P 12300P1E29			506	0.02%	506	
CAMEL LT F 85 HP	P 12300P1F13			506	0.02%	506	
CAMEL SPL LT 85 BX	T 12300TB7AD			234	0.01%	234	
CAMEL SPL LT 85	T 12300TB753			234	0.01%	234	
CAMEL F 85 HP	T 12300T1DEH			1489	0.07%	1489	
CAMEL F 85 SP	T 12300T1D97			1231	0.06%	1231	
CAMEL LT F 85 SP	T 12300T1E29			1255	0.06%	1255	
CAMEL LT F 85 HP	T 12300T1F13			1489	0.07%	1489	
CAMEL F 85 SP	1230010213			6544	0.31%	6544	
CAMEL F 85 HP	1230010313			8471	0.41%	8471	
CAMEL LT F 85 SP	1230010413			9494	0.46%	9494	
CAMEL LT F 100	1230010513			2380	0.11%	2380	
CAMEL LT F 85 HP	1230010713			18768	0.90%	18768	
RED KAMEL FF 83 BX	1230015413			8		8	
CAMEL F 100 SP	1230016213			95		95	
RED KAMEL LT 83 BX	1230017713			8		8	
CAMEL M 83 BX	1230019313			771	0.04%	771	
CAMEL M LT83 BX	1230019413			852	0.04%	852	
CAMEL ULT 100 BX	1230021213			354	0.02%	354	
CAMEL U LT F 85 SP	1230021413			1014	0.05%	1014	
CAMEL U LT F 85 B	1230021513			538	0.03%	538	
CAMEL SPL LT 85	1230066513			1147	0.05%	1147	
CAMEL SPL LT 85 BX	1230066613			2425	0.12%	2425	
CAMEL SPL LT 100 B	1230066713			2083	0.10%	2083	
CAMEL WIDES F BX	1230070713			4083	0.20%	4083	
CAMEL WIDES LT F B	1230070813			2692	0.13%	2692	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2731

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE		UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CAMEL WIDES F BX		8030070713			693	0.03%	693	
CAMEL WIDES LT F B		8030070813			637	0.03%	637	
TOT CAMEL XREG					74967	3.59%	74967	
TOT CAMEL					85332	4.09%	85332	
MORE F 120		1230015513			2174	0.10%	2174	
MORE LT F 100 BX		1230015613			591	0.03%	591	
MORE M 120		1230016013			2499	0.12%	2499	
MORE LT M 100 BX		1230016113			336	0.02%	336	
MORE WHITE L F 120		1230025113			755	0.04%	755	
MORE WHITE L M 120		1230025213			409	0.02%	409	
TOT MORE					6764	0.32%	6764	
NOW F 85 SP		1230013613			1889	0.09%	1889	
NOW M 85 SP		1230013913			900	0.04%	900	
NOW F 100 SP		1230019013			3243	0.16%	3243	
NOW M 100 SP		1230019213			3013	0.14%	3013	
TOT NOW					9045	0.43%	9045	
SALEM M 100	F	12300F21C9			12		12	
SALEM M 85 SP	F	12300F2117			12		12	
SALEM LT M 100 SP	F	12300F22B3			12		12	
SALEM LT M 85	F	12300F225B			12		12	
SALEM LT M 100 BX	T	12300T2H25			24		24	
SALEM M 100	T	12300T21C9			24		24	
SALEM M 85 SP	T	12300T2117			24		24	
SALEM LT M 85	T	12300T225B			24		24	
SALEM GOLD M 83 BX		1230010813			21		21	
SALEM M 85 SP		1230012013			14758	0.71%	14758	
SALEM M 100		1230012213			8803	0.42%	8803	
SALEM LT M 85		1230012413			17312	0.83%	17312	
SALEM LT M 100 SP		1230012513			8654	0.41%	8654	
SALEM SL L M 100 B		1230012613			7691	0.37%	7691	
SALEM ULT M 85		1230012813			6238	0.30%	6238	
SALEM ULT M 100		1230012913			6313	0.30%	6313	
SALEM LT M 100 BX		1230017213			865	0.04%	865	
TOT SALEM					70799	3.39%	70799	
VANTAGE F 85		1230013013			8956	0.43%	8956	
VANTAGE F 100		1230013113			2985	0.14%	2985	
VANTAGE M 85		1230013213			2283	0.11%	2283	
VANTAGE ULT F 85		1230013313			4551	0.22%	4551	
VANTAGE M 100		1230013413			456	0.02%	456	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2732

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
VANTAGE ULT F 100	1230013513			3483	0.17%	3483	
VANTAGE ULT F 83 B	1230070513			40		40	
VANTAGE UL F 100 B	1230070613			83		83	
VANTAGE ULT F 83 B	8030070513			13		13	
VANTAGE ULT F 100B	8030070613			22		22	
TOT VANTAGE				22872	1.10%	22872	
WIN SEL F 85 T	12300TC2PB			12		12	
WIN SEL LT F 83 BX T	12300TC3ES			12		12	
WIN SEL LT F 85 T	12300TC38D			6		6	
WIN SEL FF 100 SP T	12300T3P60			1		1	
WIN SEL LT F 100 T	12300T38A9			6		6	
WIN SEL SL L 100BX	1230020166			873	0.04%	873	
WIN SEL LT F 100	1230020277			1530	0.07%	1530	
WIN SEL F 100 BX	1230022186			209	0.01%	209	
WIN SEL FF 100 SP	1230022464			142	0.01%	142	
WIN SEL F 85	1230070913			3547	0.17%	3547	
WIN SEL F 83 BX	1230071013			3421	0.16%	3421	
WIN SEL LT F 85	1230071113			2219	0.11%	2219	
WIN SEL LT F 83 BX	1230071213			1956	0.09%	1956	
TOT WINSTON SELECT				13934	0.67%	13934	
WINSTON F 85 SP D	12300D1FHF			798	0.04%	798	
WINSTON F 85 BX D	12300D1GAH			650	0.03%	650	
WINSTON L F 100 S D	12300D1GG9			266	0.01%	266	
WINSTON LT F 85 SP D	12300D1G57			532	0.03%	532	
WINSTON L F 100 B D	12300D2D21			118	0.01%	118	
WINSTON LT F 85 BX D	12300D20DF			118	0.01%	118	
WINSTON F 85 SP F	12300F1FHF			2044	0.10%	2044	
WINSTON F 85 SP P	12300P1FHF			482	0.02%	482	
WINSTON F 85 BX P	12300P1GAH			154	0.01%	154	
WINSTON LT F 85 SP P	12300P1G57			154	0.01%	154	
WINSTON LT F 85 BX P	12300P20DF			154	0.01%	154	
WINSTON F 85 SP T	12300T1FHF			1208	0.06%	1208	
WINSTON F 85 BX T	12300T1GAH			366	0.02%	366	
WINSTON L F 100 S T	12300T1GG9			183	0.01%	183	
WINSTON LT F 85 SP T	12300T1G57			754	0.04%	754	
WINSTON F 85 SP	1230011013			25187	1.21%	25187	
WINSTON LT F 85 SP	1230011113			15325	0.73%	15325	
WINSTON F 85 BX	1230011213			9201	0.44%	9201	
WINSTON L F 100 S	1230011313			7790	0.37%	7790	
WINSTON F 100	1230011413			9096	0.44%	9096	
WINSTON ULT F 85	1230011713			4840	0.23%	4840	
WINSTON ULT F 100	1230011813			3663	0.18%	3663	

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51851 2733

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BY CHAIN: HESS MART INC. R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
WINSTON LT F 85 BX	1230011913			6666	0.32%	6666	
WINSTON L F 100 B	1230015913			2571	0.12%	2571	
WINSTON ULT F 83 B	1230070313			49		49	
WINSTON ULT F 83 B	8030070313			44		44	
TOT WINSTON XSEL				92413	4.43%	92413	
TOT WINSTON				106347	5.10%	106347	
MONARCH FF 85	1230022713			1137	0.05%	1137	
MONARCH FF 100	1230022813			1183	0.06%	1183	
MONARCH LT 85	1230022913			1873	0.09%	1873	
MONARCH LT 100	1230023013			2219	0.11%	2219	
MONARCH LT M 100	1230023113			1708	0.08%	1708	
MONARCH FF 83 BX	1230023513			295	0.01%	295	
MONARCH LT 83 BX	1230023613			381	0.02%	381	
MONARCH M 83 BX	1230023713			71		71	
MONARCH LT M 83 BX	1230033413			162	0.01%	162	
MONARCH NF 85	1230033513			146	0.01%	146	
MONARCH FF M 85	1230033613			512	0.02%	512	
MONARCH FF M 100	1230033713			555	0.03%	555	
MONARCH LT M 85	1230033813			1050	0.05%	1050	
MONARCH ULT F 85	1230033913			1528	0.07%	1528	
MONARCH ULT F 100	1230034013			1794	0.09%	1794	
TOT MONARCH				14614	0.70%	14614	
DORAL 85 B DSCT	F 12300FE757			144	0.01%	144	
DORAL LT F 85	F 12300F2ABB			397	0.02%	397	
DORAL LT F 100	F 12300F2AH3			485	0.02%	485	
DORAL F 100	F 12300F2B4D			397	0.02%	397	
DORAL F 85 SP	F 12300F2F4H			1003	0.05%	1003	
DORAL FF M 83 BX	F 12300F4FBE			96		96	
DORAL F 85 SP	P 12300P2F4H			224	0.01%	224	
DORAL LT 83 BX	T 12300TE7AH			214	0.01%	214	
DORAL 85 B DSCT	T 12300TE757			367	0.02%	367	
DORAL LT F 85	T 12300T2ABB			664	0.03%	664	
DORAL LT F 100	T 12300T2AH3			725	0.03%	725	
DORAL F 100	T 12300T2B4D			463	0.02%	463	
DORAL LT M 100	T 12300T2CE9			61		61	
DORAL ULT F 100	T 12300T2FA9			61		61	
DORAL F 85 SP	T 12300T2F4H			402	0.02%	402	
DORAL FF M 83 BX	T 12300T4FBE			92		92	
DORAL M 85	1230014213			4478	0.21%	4478	
DORAL LT F 85	1230015113			10132	0.49%	10132	
DORAL LT F 100	1230015213			16113	0.77%	16113	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2734

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
DORAL F 100	1230015313			10940	0.52%	10940	
DORAL LT M 85	1230015713			6095	0.29%	6095	
DORAL LT M 100	1230015813			9810	0.47%	9810	
DORAL F 85 SP	1230016613			7413	0.36%	7413	
DORAL ULT F 100	1230016713			9391	0.45%	9391	
DORAL M 100	1230019113			6185	0.30%	6185	
DORAL FF 100 BX	1230022080			4		4	
DORAL LT 100 BX	1230022083			5		5	
DORAL ULT F 85	1230025513			4274	0.20%	4274	
DORAL FF M 83 BX	1230028400			152	0.01%	152	
DORAL 85 B DSCT	1230084013			809	0.04%	809	
DORAL LT 83 BX	1230084113			1108	0.05%	1108	
DORAL NF 85	1230084613			441	0.02%	441	
DORAL NF 85	8030084613			94		94	
TOT DORAL				93239	4.47%	93239	
MAGNA F 85 SP	1230016813			612	0.03%	612	
MAGNA F 83 BX	1230016913			813	0.04%	813	
MAGNA LT F 85 SP	1230017113			756	0.04%	756	
MAGNA LT F 83 BX	1230025013			525	0.03%	525	
TOT MAGNA				2706	0.13%	2706	
CENTURY F 85(25)	1230014719			-1		-1	
CENTURY L F 85(25)	1230014819			10		10	
CENTURY F 100(25)	1230014919			150	0.01%	150	
CENTURY L F100(25)	1230015019			480	0.02%	480	
TOT CENTURY				639	0.03%	639	
STERLING F 85	1230012313			-2		-2	
STERLING F 100	1230014113			84		84	
STERLING M 100	1230014313			110	0.01%	110	
STERLING LT F 100	1230014413			126	0.01%	126	
STERLING LT M 100	1230014513			209	0.01%	209	
STERLING ULT 100	1230087213			82		82	
STERL SL LT 100 BX	1230087313			28		28	
STERLING ULT M 100	1230087713			157	0.01%	157	
STERLING UF100	8030087213			14		14	
STER SLM LF100	8030087313			3		3	
STER SLM LM100	8030087813			3		3	
TOT STERLING				814	0.04%	814	
SIGNATURE F 85	1230022952			8915	0.43%	8915	
SIGNATURE F 100	1230022956			13153	0.63%	13153	
SIGNATURE LT F 85	1230022959			5497	0.26%	5497	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2735

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
SIGNATURE LT F 100	1230022962			9368	0.45%	9368	
SIGNATURE ULT 85	1230022965			2441	0.12%	2441	
SIGNATURE ULT 100	1230022968			5631	0.27%	5631	
SIGNATURE LT M 85	1230022971			3043	0.15%	3043	
SIGNATURE LT M 100	1230022974			6112	0.29%	6112	
SIGNATURE M 85	1230022977			2991	0.14%	2991	
SIGNATURE M 100	1230022980			4338	0.21%	4338	
TOT SIGNATURE				61489	2.95%	61489	
PRICE MASTR LT 100 T	12300T65B3			-1		-1	
PRICE MASTR FF 100 T	12300T6501			-1		-1	
PRICE MASTR UL 100 T	12300T66F7			-1		-1	
PRICE MASTR L M100 T	12300T6645			-1		-1	
PRICE MASTR FF 85	1230036513			130	0.01%	130	
PRICE MASTR FF 100	1230036613			235	0.01%	235	
PRICE MASTR LT 100	1230036813			146	0.01%	146	
PRICE MASTR L M 85	1230036913			82		82	
PRICE MASTR L M100	1230037013			35		35	
PRICE MASTR ULT 85	1230037113			201	0.01%	201	
PRICE MASTR UL 100	1230037213			20		20	
PRICE MASTR NF 85	1230039313			259	0.01%	259	
PRICE MASTR F M 85	1230059513			3		3	
PRICE MASTR F M100	1230059613			132	0.01%	132	
TOT PRICE MASTER				1239	0.06%	1239	
BARGIN KING F M100 T	12300TG31B			175	0.01%	175	
TOT BARGAIN KING				175	0.01%	175	
WORTH FF M 85	1230020172			9		9	
WORTH FF M 100	1230020175			18		18	
WORTH LT 83 BX	1230066813			1		1	
WORTH FF 85	1230097513			22		22	
WORTH FF 100	1230097613			39		39	
WORTH LT 85	1230097713			21		21	
WORTH LT 100	1230097813			20		20	
WORTH LT M 85	1230097913			12		12	
WORTH LT M 100	1230098013			99		99	
WORTH ULT 85	1230098113			23		23	
WORTH ULT 100	1230098213			54		54	
TOT WORTH				318	0.02%	318	
DIR CHOICE FF 85	1230067013			-5		-5	
DIR CHOICE FF 100	1230067113			-10		-10	
DIR CHOICE LT 85	1230067213			-2		-2	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2736

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
DIR CHOICE LT 100	1230067313			-4		-4	
DIR CHOICE L M 100	1230067513			-1		-1	
DIR CHOICE ULT 85	1230067613			-5		-5	
DIR CHOICE ULT 100	1230067713			-5		-5	
DIR CHOICE NF 85	1230067813			-2		-2	
DIR CHOICE FF M 85	1230067913			-5		-5	
DIR CHOICE F M 100	1230068013			-6		-6	
DIR CHOICE FF 83 B	1230068113			-2		-2	
DIR CHOICE LT 83 B	1230068213			-1		-1	
TOT DIRECTORS CHOI				-48		-48	
MANCHESTER FF 85	1230021584			-1		-1	
TOT MANCHESTER				-1		-1	
R.J. REYNOLDS				476343	22.84%	476343	22.84

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2737

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
B&H LT M 100 BX	2820010010			226	0.01%	226	
B&H F 100 SP	2820010400			6501	0.31%	6501	
B&H F 100 BX	2820010416			1177	0.06%	1177	
B&H M 100 BX	2820010426			1161	0.06%	1161	
B&H M 100 SP	2820010431			10501	0.50%	10501	
B&H LT F 100 SP	2820010510			4948	0.24%	4948	
B&H LT M 100 SP	2820010520			6694	0.32%	6694	
B&H LT F 100 BX	2820010900			753	0.04%	753	
B&H LT M 100 B-TMP	2820010910			518	0.02%	518	
B&H DLX UL100B	2820011100			8393	0.40%	8393	
B&H DLX ULM100BX	2820011110			8030	0.39%	8030	
TOT BENSON & HEDGE				48902	2.34%	48902	
B&H MULTI F 85	2820010390			73		73	
TOT BEN & HED MULT				73		73	
MERIT F 100	F 28200F1F3E			45		45	
MERIT F 85 BX	F 28200F1GA4			45		45	
MERIT ULT 85B	F 28200F207A			45		45	
MERIT ULT 100B	F 28200F2094			45		45	
MERIT F 100	T 28200T1F3E			42		42	
MERIT F 85 BX	T 28200T1GA4			48		48	
MERIT ULT 100	T 28200T1G0E			48		48	
MERIT ULT 85B	T 28200T207A			48		48	
MERIT F 85 SP	2820010710			7232	0.35%	7232	
MERIT M 85	2820010720			1470	0.07%	1470	
MERIT F 100	2820010760			6734	0.32%	6734	
MERIT M 100	2820010770			1461	0.07%	1461	
MERIT ULT 85SP	2820011010			9203	0.44%	9203	
MERIT ULT M 85	2820011020			3373	0.16%	3373	
MERIT ULT 100	2820011030			6801	0.33%	6801	
MERIT ULT M100	2820011040			2690	0.13%	2690	
MERIT F 85 BX	2820011200			5816	0.28%	5816	
MERIT ULT 85B	2820011800			8298	0.40%	8298	
MERIT ULT 100B	2820011830			3440	0.16%	3440	
M ULTIMA 100B$SOFF	2820012530			1		1	
MERIT ULTIMA 85 BX	2820012860			1467	0.07%	1467	
MERIT ULTIMA 85 SP	2820012870			1313	0.06%	1313	
MERIT ULTIMA 100 B	2820012880			821	0.04%	821	
MERIT ULTIMA 100 S	2820012890			1306	0.06%	1306	
TOT MERIT				61792	2.96%	61792	
MARLBORO F 85 BX	F 28200F1CG4			6807	0.33%	6807	
MARL LT 100 BX	F 28200F1D82			2198	0.11%	2198	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2738

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BY CHAIN: HESS MART INC. PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE		UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MARLBORO M 85 SP	F	28200F1D9A			45		45	
MARLBORO LT85 BX	F	28200F1EHG			4585	0.22%	4585	
MARLBORO M 85 BX	F	28200F1GE2			59		59	
MARL L M 100BX	F	28200F1HCA			91		91	
MARL L M 85 BX	F	28200F1HE4			208	0.01%	208	
MARL MED F85BX	F	28200F233A			1930	0.09%	1930	
MARLBORO F 85 BX	T	28200T1CG4			4068	0.20%	4068	
MARLBORO F 85B-5PK	T	28200T1CQ7			14		14	
MARL LT 100 BX	T	28200T1D82			1885	0.09%	1885	
MARLBORO LT85 SP	T	28200T1EG4			714	0.03%	714	
MARLBORO LT85 BX	T	28200T1EHG			3100	0.15%	3100	
MARL LT M 100 SP	T	28200T1HCE			639	0.03%	639	
MARL LT M 85 SP	T	28200T1HD6			639	0.03%	639	
MARL MED F85BX	T	28200T233A			641	0.03%	641	
MARL MED F 85B-5PK	T	28200T233F			158	0.01%	158	
MARLBORO F 85 BX		2820010012			205114	9.84%	205114	
MARLBORO F 85B-5PK		2820010015			138	0.01%	138	
MARL LT 100 SP		2820010180			26418	1.27%	26418	
MARL LT 100 BX		2820010190			63884	3.06%	63884	
MARLBORO M 85 SP		2820010216			5477	0.26%	5477	
MARLBORO F 85 SP		2820010290			60547	2.90%	60547	
MARLBORO F85 S-5PK		2820010295			112	0.01%	112	
MARLBORO F 100SP		2820010480			16619	0.80%	16619	
MARLBORO F 100BX		2820010530			44608	2.14%	44608	
MARLBORO LT85 SP		2820010660			68828	3.30%	68828	
MARL LT F 85 S-5PK		2820010665			129	0.01%	129	
MARLBORO LT85 BX		2820010690			236951	11.36%	236951	
MARL LT F 85 B-5PK		2820010695			157	0.01%	157	
MARLBORO M 85 BX		2820011270			5643	0.27%	5643	
MARL L M 100BX		2820011566			8315	0.40%	8315	
MARL LT M 100 SP		2820011570			769	0.04%	769	
MARL LT M 85 SP		2820011580			944	0.05%	944	
MARL L M 85 BX		2820011596			14883	0.71%	14883	
MARL UL F85 BLU BX		2820011780			1932	0.09%	1932	
MARL UL F100 BLU B		2820011790			1190	0.06%	1190	
MARL MED F85BX		2820012700			25299	1.21%	25299	
MARL MED F 85B-5PK		2820012705			465	0.02%	465	
MARL MED F85 SP		2820012710			7879	0.38%	7879	
MARL MED F 85S-5PK		2820012715			54		54	
MARL MED F100 BX		2820012740			9963	0.48%	9963	
MARL MED F100 SP		2820012750			2969	0.14%	2969	
TOT MARLBORO					837068	40.14%	837068	
PARLIAMENT L85B	D	28200D1D06			324	0.02%	324	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2739

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
PARLIAMENT LM 100B D	28200D24BC			1		1	
PARLIAMENT LM KG B D	28200D24B2			219	0.01%	219	
PARLIAMENT LM KG B F	28200F24B2			956	0.05%	956	
PARLIAMENT LT100 T	28200T1E76			95		95	
PARLIAMENT LM 100B T	28200T24BC			53		53	
PARLIAMENT LM KG B T	28200T24B2			311	0.01%	311	
PARLIAMENT L85SP	2820010040			4532	0.22%	4532	
PARLIAMENT L85B	2820010050			10136	0.49%	10136	
PARLIAMENT LT100	2820010500			8500	0.41%	8500	
PARLIAMENT LM KG B	2820013160			738	0.04%	738	
PARLIAMENT LM 100B	2820013170			328	0.02%	328	
TOT PARLIAMENT				26193	1.26%	26193	
COMMANDER NF 85	2820010090			27		27	
TOT COMMANDER				27		27	
SARATOGA F 120BX	2820010080			962	0.05%	962	
SARATOGA M 120BX	2820010130			544	0.03%	544	
TOT SARATOGA				1506	0.07%	1506	
V SLIMS F 100 F	28200F1ECH			45		45	
V SLIMS M 100 F	28200F1EEB			45		45	
V SLIMS LM100 BX F	28200F1EFC			90		90	
V SLIMS LT100 BX F	28200F1EF2			90		90	
V SLIMS F 100	2820010601			5580	0.27%	5580	
V SLIMS M 100	2820010631			6164	0.30%	6164	
V SLIMS LT100 BX	2820010640			5697	0.27%	5697	
V SLIMS LM100 BX	2820010650			7181	0.34%	7181	
V SLIMS ULT100BX	2820011600			6101	0.29%	6101	
V SLIMS LT120 BX	2820011610			4189	0.20%	4189	
V SLIMS LM120 BX	2820011620			3232	0.15%	3232	
V SLIMS UM100 BX	2820011630			6377	0.31%	6377	
V SLIMS SS UF100B	2820012100			1181	0.06%	1181	
V SLIMS SS UM100B	2820012110			2561	0.12%	2561	
TOT VIRGINIA SLIMS				48533	2.33%	48533	
PLAYERS F 85 BX	2820011160			47		47	
PLAYERS F 100 BX	2820011170			220	0.01%	220	
PLAYERS M 85 BX	2820011180			39		39	
PLAYERS M 100 BX	2820011190			55		55	
TOT PLAYERS (20)				361	0.02%	361	
ALPINE M 85 F	28200F1FCC			9		9	
ALPINE LT M 85 F	28200F1FDE			4		4	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2740

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
ALPINE M 100	F 28200F1FD4			4		4	
ALPINE LT M 100	F 28200F1FE6			4		4	
ALPINE M 85	T 28200T1FCC			2		2	
ALPINE LT M 85	T 28200T1FDE			1		1	
ALPINE M 100	T 28200T1FD4			5		5	
ALPINE M 85	2820010920			1049	0.05%	1049	
ALPINE M 100	2820010930			1121	0.05%	1121	
ALPINE LT M 85	2820010940			1729	0.08%	1729	
ALPINE LT M 100	2820010950			2494	0.12%	2494	
TOT ALPINE (G)				6422	0.31%	6422	
BRISTOL L F 85	2820012220			115	0.01%	115	
BRISTOL L M 85	2820012230			6		6	
BRISTOL L F 100	2820012240			52		52	
BRISTOL L M 100	2820012250			27		27	
BRISTOL F 85	2820012320			170	0.01%	170	
BRISTOL F 100	2820012330			141	0.01%	141	
BRISTOL NF 85	2820012340			32		32	
BRISTOL ULT 100	2820012350			12		12	
BRISTOL LOW F 85	2820012800			1		1	
TOT BRISTOL				556	0.03%	556	
BUCKS F 85	2820011220			358	0.02%	358	
BUCKS L F 85	2820011260			340	0.02%	340	
TOT BUCKS				698	0.03%	698	
BASIC FF 85	F 28200F2E0A			150	0.01%	150	
BASIC FF KG BX	F 28200F2E00			563	0.03%	563	
BASIC FF 100	F 28200F2E1C			756	0.04%	756	
BASIC LT 85	F 28200F2E2E			198	0.01%	198	
BASIC LT KG BX	F 28200F2E24			96		96	
BASIC LT 100	F 28200F2E3G			720	0.03%	720	
BASIC FF M KG BX	F 28200F2E8G			334	0.02%	334	
BASIC FF 85	T 28200T2E0A			127	0.01%	127	
BASIC FF KG BX	T 28200T2E00			123	0.01%	123	
BASIC FF 100	T 28200T2E1C			137	0.01%	137	
BASIC LT 85	T 28200T2E2E			269	0.01%	269	
BASIC LT KG BX	T 28200T2E24			140	0.01%	140	
BASIC LT 100	T 28200T2E3G			435	0.02%	435	
BASIC LT M 100	T 28200T2E48			183	0.01%	183	
BASIC U LT 100	T 28200T2E62			121	0.01%	121	
BASIC FF M KG BX	T 28200T2E8G			95		95	
BASIC FF KG BX	2820016200			2108	0.10%	2108	
BASIC FF 85	2820016210			8826	0.42%	8826	

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51851 2741

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BY CHAIN: HESS MART INC. PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
BASIC FF 100	2820016230			11682	0.56%	11682	
BASIC LT KG BX	2820016240			2187	0.10%	2187	
BASIC LT 85	2820016250			10420	0.50%	10420	
BASIC LT M 85	2820016260			6884	0.33%	6884	
BASIC LT 100	2820016270			13739	0.66%	13739	
BASIC LT M 100	2820016280			10334	0.50%	10334	
BASIC U LT 85	2820016290			5975	0.29%	5975	
BASIC U LT 100	2820016310			10205	0.49%	10205	
BASIC NF 85	2820016320			3101	0.15%	3101	
BASIC FF M 85	2820016330			1898	0.09%	1898	
BASIC FF M 100	2820016340			2603	0.12%	2603	
BASIC FF M KG BX	2820016360			942	0.05%	942	
TOT BASIC				95351	4.57%	95351	
PLAYERS L F100(25)	2820014170			4		4	
PLAYERS L M100(25)	2820014190			8		8	
TOT PLAYERS (25) S				12		12	
CAMBRIDGE ULT100	2820010370			2490	0.12%	2490	
CAMBRIDGE F 85	2820010860			1126	0.05%	1126	
CAMBRIDGE F 100	2820010880			2006	0.10%	2006	
CAMBRIDGE LT F85	2820011420			2120	0.10%	2120	
CAMBRIDGE LT M85	2820011430			1211	0.06%	1211	
CAMBRIDGE LTF100	2820011440			3093	0.15%	3093	
CAMBRIDGE LTM100	2820011450			2445	0.12%	2445	
CAMBRIDGE LOW F85	2820012780			479	0.02%	479	
CAMBRIDGE LOW F100	2820012790			273	0.01%	273	
TOT CAMBRIDGE				15243	0.73%	15243	
KNIGHT/SHLD LT 85	9300613141			271	0.01%	271	
KNIGHT/SHLD LT 100	9300613142			335	0.02%	335	
KNIGHT/SHLD L M 85	9300613143			122	0.01%	122	
KNIGHT/SHLD LM 100	9300613144			101		101	
KNIGHT/SHLD FF 85	9300613145			179	0.01%	179	
KNIGHT/SHLD FF 100	9300613146			458	0.02%	458	
KNIGHT/SHLD ULT 85	9300613147			250	0.01%	250	
KNIGHT/SHLD UL 100	9300613148			297	0.01%	297	
KNIGHT/SHLD NP 85	9300613149			61		61	
KNIGHT/SHLD F M 85	9300614141			126	0.01%	126	
KNIGHT/SHLD F M100	9300614142			44		44	
TOT KNIGHT & SHIEL				2244	0.11%	2244	
PHILIP MORRIS				1144981	54.90%	1144981	54.90

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2742

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. LORILLARD

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
HARLEY DAVSN F 85	2610080074			10		10	
HARLEY DAVSN L 80B	2610080314			49		49	
HARLEY DAVSN F 80B	2610080404			8		8	
HARLEY DAVSN L F85	2610080584			17		17	
TOT HARLEY DAVSN				84		84	
KENT III UL85 SP	2610000167			2573	0.12%	2573	
KENT III U100 SP	2610000177			2438	0.12%	2438	
KENT F 100	2610000427			2464	0.12%	2464	
KENT F 85 SP	2610000437			3820	0.18%	3820	
KENT GLD LT 85SP	2610000517			2458	0.12%	2458	
KENT GLD LTS M 85	2610000527			5		5	
KENT GLD LT100SP	2610000537			2071	0.10%	2071	
KENT GLD LT M 100	2610000547			71		71	
KENT SLM LT 100 BX	2610080484			14		14	
TOT KENT				15914	0.76%	15914	
MAX F 120	2610000387			361	0.02%	361	
MAX M 120	2610000397			113	0.01%	113	
TOT MAX				474	0.02%	474	
NEWPORT N-M F85 BX	2610000227			3		3	
NEWPORT M 85 BX	2610000307			53430	2.56%	53430	
NEWPORT LM85 SP	2610000337			8478	0.41%	8478	
NEWPORT LM85 BX	2610000347			11113	0.53%	11113	
NEWPORT M 100 SP	2610000357			14439	0.69%	14439	
NEWPORT M 85 SP	2610000367			43081	2.07%	43081	
NEWPORT LM100 SP	2610000377			2929	0.14%	2929	
NEWPORT LM100 BX	2610000637			1960	0.09%	1960	
NEWPORT M 100 BX	2610000647			20065	0.96%	20065	
NEWPORT SL L M100B	2610080224			276	0.01%	276	
NEWP STRIPE F100B	2610080244			464	0.02%	464	
NEWP STRIPE M100B	2610080254			908	0.04%	908	
TOT NEWPORT				157146	7.54%	157146	
SATIN F 100	2610000097			1		1	
SATIN M 100	2610000107			37		37	
TOT SATIN				38		38	
STYLE LT 100 BX	2610030550			38		38	
STYLE LT M 100 BX	2610030570			40		40	
STYLE LT M 100 SP	2610030740			173	0.01%	173	
STYLE LT 100 SP	2610030750			134	0.01%	134	
STYLE SL LT 100 BX	2610030760			15		15	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2743

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. LORILLARD

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+/- CARTONS	+/- SHARE
STYLE SL LM100BX	2610030770			36		36	
TOT STYLE				436	0.02%	436	
OLD GOLD LTS F 85	2610000037			683	0.03%	683	
OLD GOLD F 85 SP	2610000047			2370	0.11%	2370	
OLD GOLD F 100	2610000057			909	0.04%	909	
OLD GOLD LTS F 100	2610000067			412	0.02%	412	
TOT OLD GOLD				4374	0.21%	4374	
TRUE M 85	2610000267			2372	0.11%	2372	
TRUE F 85 SP	2610000277			4511	0.22%	4511	
TRUE F 100	2610000287			2945	0.14%	2945	
TRUE M 100	2610000297			2417	0.12%	2417	
TRUE F 100 BX	2610080614			282	0.01%	282	
TRUE F 80 BX	2610080624			420	0.02%	420	
TOT TRUE				12947	0.62%	12947	
H.DAVIDSON F 85	2610080072			36		36	
H.DAVIDSON F 80 BX	2610080402			24		24	
H.DAVIDSON LT F 85	2610080582			20		20	
TOT H.DAVIDSON(G)				80		80	
OLD GOLD L F85	2610080030			665	0.03%	665	
OLD GOLD F 85	2610080040			2403	0.12%	2403	
OLD GOLD F 100	2610080050			959	0.05%	959	
OLD GOLD L F100	2610080060			410	0.02%	410	
OLD GOLD BOX 80	2610080780			911	0.04%	911	
OLD GOLD LT BOX 80	2610080790			19		19	
OLD GOLD F 100 BX	2610080850			37		37	
TOT OLD GOLD (G)				5404	0.26%	5404	
LORILLARD				196897	9.44%	196897	9.44

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2744

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. LIGGETT & MYERS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CHESTERFLD NF 70	1100011308			39		39	
CHESTERFLD NF 85	1100011608			438	0.02%	438	
TOT CHESTERFIELD				477	0.02%	477	
EVE ULT F 120 BX	1100012608			396	0.02%	396	
EVE ULT M 120 BX	1100012708			97		97	
EVE LT F 120 BX	1100012808			928	0.04%	928	
EVE LT M 120 BX	1100012908			774	0.04%	774	
EVE SLM UL M 100 B	1100013308			-1		-1	
TOT EVE				2194	0.11%	2194	
L&M F 85 SP	1100015308			962	0.05%	962	
L&M F 100	1100016008			32		32	
TOT L&M				994	0.05%	994	
LARK F 85	1100014108			856	0.04%	856	
LARK F 100	1100014208			418	0.02%	418	
LARK LT F 85 (2)	1100014308			108	0.01%	108	
LARK LT F 100 (2)	1100014608			187	0.01%	187	
TOT LARK				1569	0.08%	1569	
PYRAMID LT F 85	1100040108			480	0.02%	480	
PYRAMID LT F 100	1100040208			1717	0.08%	1717	
PYRAMID LT M 100	1100040308			1258	0.06%	1258	
PYRAMID ULT F 100	1100040408			919	0.04%	919	
PYRAMID NF 85	1100040508			654	0.03%	654	
PYRAMID FF 85	1100048308			1146	0.05%	1146	
PYRAMID FF 100	1100048408			2229	0.11%	2229	
PYRAMID FF M 85	1100049008			210	0.01%	210	
PYRAMID FF M 100	1100049108			499	0.02%	499	
TOT PYRAMID				9112	0.44%	9112	
YOURS F 85 BX	1100058408			1		1	
TOT YOURS				1		1	
TOURNEY LT M 100	1100049908			-5		-5	
TOURNEY				-5		-5	
LIGGETT & MYERS				14342	0.69%	14342	0.69

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2745

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC. B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CARLTON F 85 SP	4330002028			4551	0.22%	4551	
CARLTON M 85	4330002048			2031	0.10%	2031	
CARLTON M 100 BX	4330002058			1517	0.07%	1517	
CARLTON F 100 BX	4330002068			5610	0.27%	5610	
CARLTON F 100 SP	4330002078			5443	0.26%	5443	
CARLTON M 100 SP	4330002088			2847	0.14%	2847	
CARLTON ULT F85 BX	4330002098			85		85	
CARLTON F 120	4330002108			1808	0.09%	1808	
CARLTON M 120	4330002208			832	0.04%	832	
CARLTON 1MG F 85 B	4330002908			286	0.01%	286	
TOT CARLTON				25010	1.20%	25010	
PALL MALL NF 85	4330006518			10647	0.51%	10647	
PALL MALL GLD F100	4330006538			1843	0.09%	1843	
PALL MALL L F 100	4330006568			2		2	
PALL MALL RED F 85	4330006618			4496	0.22%	4496	
PALL MALL RED F100	4330006628			11		11	
TOT PALL MALL				16999	0.82%	16999	
TAREYTON F 85	4330007528			4089	0.20%	4089	
TAREYTON F 100	4330007538			2567	0.12%	2567	
TAREYTON LTS F 100	4330007568			1153	0.06%	1153	
TAREYTON LTS F 85	4330007628			199	0.01%	199	
TOT TAREYTON				8008	0.38%	8008	
BELAIR M 85 (FP)	2720001110			1414	0.07%	1414	
BELAIR M 100 (FP)	2720001115			654	0.03%	654	
TOT BELAIR				2068	0.10%	2068	
CAPRI TRIM F120 BX	2720001116			2442	0.12%	2442	
CAPRI TRIM M120 BX	2720001117			2107	0.10%	2107	
CAPRI TRIM F100 BX	2720001163			3140	0.15%	3140	
CAPRI TRIM M100 BX	2720001164			2836	0.14%	2836	
CAPRI TRIM ULT100	2720003250			1034	0.05%	1034	
CAPRI TRIM UM100	2720003251			678	0.03%	678	
TOT CAPRI TRIM				12237	0.59%	12237	
KOOL MILDS M 85 SP D	27200D038B			1		1	
KOOL M 85 BX D	27200D0382			1		1	
KOOL M 85 SP D	27200D0384			2		2	
KOOL M 100 D	27200D0389			2		2	
KOOL MILDS M 85 BX F	27200F038A			92		92	
KOOL MILDS M 85 SP F	27200F038B			407	0.02%	407	
KOOL M 85 BX F	27200F0382			511	0.02%	511	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2746

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BY CHAIN: HESS MART INC. B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
KOOL M 100 BX F	27200F0383			92		92	
KOOL M 85 SP F	27200F0384			1037	0.05%	1037	
KOOL M 100 F	27200F0389			591	0.03%	591	
KOOL MILDS M 85 SP T	27200T038B			120	0.01%	120	
KOOL M 85 BX T	27200T0382			120	0.01%	120	
KOOL M 85 SP T	27200T0384			360	0.02%	360	
KOOL M 100 T	27200T0389			120	0.01%	120	
KOOL MILDS M 85 SP U	27200U038B			98		98	
KOOL M 85 BX U	27200U0382			196	0.01%	196	
KOOL M 85 SP U	27200U0384			196	0.01%	196	
KOOL M 100 U	27200U0389			98		98	
KOOL M 85 BX	2720001118			7300	0.35%	7300	
KOOL M 100 BX	2720001119			735	0.04%	735	
KOOL M 85 SP	2720001120			19093	0.92%	19093	
KOOL M 100	2720001125			6753	0.32%	6753	
KOOL MILDS M 85 BX	2720001126			2193	0.11%	2193	
KOOL MILDS M 85 SP	2720001127			6420	0.31%	6420	
KOOL MILDS M 100	2720001128			1719	0.08%	1719	
KOOL LTS M 85	2720001129			1736	0.08%	1736	
KOOL NF M 70	2720001130			26		26	
KOOL LTS M 100	2720001132			1057	0.05%	1057	
KOOL ULT M 85	2720001135			1904	0.09%	1904	
KOOL ULT M 100	2720001137			1513	0.07%	1513	
TOT KOOL				54493	2.61%	54493	
LUCKY STR NF 70	4330004518			4914	0.24%	4914	
TOT LUCKY STRIKE				4914	0.24%	4914	
RALEIGH F 85	2720001140			1019	0.05%	1019	
RALEIGH LTS F 100	2720001144			5		5	
RALEIGH F 100	2720001145			393	0.02%	393	
RALEIGH NF 85	2720001150			8		8	
RALEIGH LTS F 85	2720001152			39		39	
TOT RALEIGH				1464	0.07%	1464	
BARCLAY F 85 BX	2720001111			121	0.01%	121	
BARCLAY F 85 SP(1)	2720001112			1612	0.08%	1612	
BARCLAY F 100(1)	2720001113			1157	0.06%	1157	
TOT BARCLAY				2890	0.14%	2890	
L STR GREEN F 85	2040004528			-1		-1	
LUCKY STR LOWT 85	4330004538			-1		-1	
TOT LUCKY STRIKE S				-2		-2	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2747

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BY CHAIN: HESS MART INC. B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MALIBU LTS F 100	4330005818			20		20	
TOT MALIBU				20		20	
MISTY SLM FF 100 B F	20400F0FGA			303	0.01%	303	
MISTY SLM LT 120 B	2040005038			2419	0.12%	2419	
MISTY SLM FF 100 B	2040005158			714	0.03%	714	
MISTY ULT 100 BX	2040005168			1529	0.07%	1529	
MISTY SLM F M 100B	2040005258			663	0.03%	663	
MISTY ULT M 100 BX	2040005268			2403	0.12%	2403	
MISTY SLM L M 120B	2040005358			3004	0.14%	3004	
MISTY SL LT 100BX F	43300F0FDE			138	0.01%	138	
MISTY SL LT M100B F	43300F0G16			138	0.01%	138	
MISTY SL LT 100BX	4330005108			3009	0.14%	3009	
MISTY SL LT M100B	4330005208			4272	0.20%	4272	
TOT MISTY				18592	0.89%	18592	
MONTCLAIR FF M 100	2040005579			162	0.01%	162	
MONTCLAIR ULT 85	2040005588			258	0.01%	258	
MONTCLAIR F 85 BX	4330005008			39		39	
MONTCLAIR LT 85BX	4330005308			28		28	
MONTCLAIR F 85	4330005408			317	0.02%	317	
MONTCLAIR LF 85	4330005418			684	0.03%	684	
MONTCLAIR LM 85	4330005428			367	0.02%	367	
MONTCLAIR F 100	4330005558			1126	0.05%	1126	
MONTCLAIR LF100	4330005568			1369	0.07%	1369	
MONTCLAIR LM100	4330005578			714	0.03%	714	
MONTCLAIR UF100	4330005598			856	0.04%	856	
TOT MONTCLAIR				5920	0.28%	5920	
RIVIERA F 85	2040006738			-1		-1	
TOT RIVIERA				-1		-1	
B DURHAM F83 BX	4330001508			-2		-2	
TOT BULL DURHAM				-2		-2	
AMERICAN L F100	4330001908			1		1	
TOT AMERICAN				1		1	
GPC APR LT 85 SP	7592600173			7158	0.34%	7158	
GPC APR ULT 85 SP	7592600237			3686	0.18%	3686	
GPC APR LT 100 SP	7592600251			10258	0.49%	10258	
GPC APR LM85 SP	7592600253			3472	0.17%	3472	
GPC APR LM100 SP	7592600255			7773	0.37%	7773	
GPC APR ULT100 SP	7592600257			8610	0.41%	8610	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2748

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BY CHAIN: HESS MART INC. B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
GPC APR FF 85 SP	7592605019			10883	0.52%	10883	
GPC APR FF 100 SP	7592605021			14332	0.69%	14332	
GPC APR FFM85 SP	7592605025			3072	0.15%	3072	
GPC APR FFM100 SP	7592605027			5469	0.26%	5469	
GPC APR NF 85 SP	7592605028			3332	0.16%	3332	
GPC APR FF 85 BX	7592605031			2703	0.13%	2703	
GPC APR LT 85 BX	7592605033			1208	0.06%	1208	
GPC APR FF 100 BX	7592605035			2292	0.11%	2292	
GPC APR LT 100 BX	7592605037			1198	0.06%	1198	
GPC APR ULT M 85	7592605047			536	0.03%	536	
GPC APR ULT M 100	7592605049			1353	0.06%	1353	
TOT GPC				87335	4.19%	87335	
RALEIGH EX F 85	2720003040			228	0.01%	228	
RALEIGH EX F 100	2720003041			321	0.02%	321	
RALEIGH EX L F 85	2720003043			79		79	
RALEIGH EX L F 100	2720003044			387	0.02%	387	
RALEIGH EX L M 100	2720003046			41		41	
RALEIGH EX NF 85	2720003047			1		1	
RALEIGH EX ULT 100	2720003049			42		42	
TOT RALEIGH EX				1099	0.05%	1099	
RICHLAND M 85(20)	2720001133			1		1	
RICHLAND F 85(20)	2720001191			2		2	
RICHLAND F100(20)	2720001192			89		89	
TOT RICHLAND(20)				92		92	
VICEROY F85 BX	2720001171			814	0.04%	814	
VICEROY LF85 BX	2720001172			147	0.01%	147	
VICEROY F85 SP	2720001263			4563	0.22%	4563	
VICEROY F100 SP	2720001264			2700	0.13%	2700	
VICEROY LF85 SP	2720001265			1178	0.06%	1178	
VICEROY LF100 SP	2720001266			1356	0.07%	1356	
VICEROY ULT LT100	2720003134			46		46	
TOT VICEROY (G)				10804	0.52%	10804	
B.A.T.				251941	12.08%	251941	12.08
-INDUSTRY- TOTAL				2085469	100.00%	2085469	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2749

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
1	MARLBORO LT85 BX	2820010690	236951	11.36%	11.36%	44	8.8	100.0%
2	MARLBORO F 85 BX	2820010012	205114	9.84%	21.20%	38	7.6	100.0%
3	MARLBORO LT85 SP	2820010660	68828	3.30%	24.50%	13	2.6	100.0%
4	MARL LT 100 BX	2820010190	63884	3.06%	27.56%	12	2.4	99.3%
5	MARLBORO F 85 SP	2820010290	60547	2.90%	30.46%	11	2.2	100.0%
6	NEWPORT M 85 BX	2610000307	53430	2.56%	33.02%	10	2.0	99.3%
7	MARLBORO F 100BX	2820010530	44608	2.14%	35.16%	8	1.6	99.3%
8	NEWPORT M 85 SP	2610000367	43081	2.07%	37.23%	8	1.6	99.3%
9	MARL LT 100 SP	2820010180	26418	1.27%	38.50%	5	1.0	100.0%
10	MARL MED F85BX	2820012700	25299	1.21%	39.71%	5	1.0	98.6%
11	WINSTON F 85 SP	1230011013	25187	1.21%	40.92%	5	1.0	99.3%
12	NEWPORT M 100 BX	2610000647	20065	0.96%	41.88%	4	0.8	98.0%
13	KOOL M 85 SP	2720001120	19093	0.92%	42.80%	4	0.8	100.0%
14	CAMEL LT F 85 HP	1230010713	18768	0.90%	43.70%	3	0.6	99.3%
15	SALEM LT M 85	1230012413	17312	0.83%	44.53%	3	0.6	100.0%
16	MARLBORO F 100SP	2820010480	16619	0.80%	45.33%	3	0.6	99.3%
17	DORAL LT F 100	1230015213	16113	0.77%	46.10%	3	0.6	99.3%
18	WINSTON LT F 85 SP	1230011113	15325	0.73%	46.83%	3	0.6	99.3%
19	MARL L M 85 BX	2820011596	14883	0.71%	47.54%	3	0.6	99.3%
20	SALEM M 85 SP	1230012013	14758	0.71%	48.25%	3	0.6	100.0%
21	NEWPORT M 100 SP	2610000357	14439	0.69%	48.94%	3	0.6	100.0%
22	GPC APR FF 100 SP	7592605021	14332	0.69%	49.63%	3	0.6	99.3%
23	BASIC LT 100	2820016270	13739	0.66%	50.29%	3	0.6	99.3%
24	SIGNATURE F 100	1230022956	13153	0.63%	50.92%	2	0.4	98.0%
25	BASIC FF 100	2820016230	11682	0.56%	51.48%	2	0.4	99.3%
26	NEWPORT LM85 BX	2610000347	11113	0.53%	52.01%	2	0.4	79.7%
27	DORAL F 100	1230015313	10940	0.52%	52.53%	2	0.4	99.3%
28	GPC APR FF 85 SP	7592605019	10883	0.52%	53.05%	2	0.4	98.6%
29	PALL MALL NF 85	4330006518	10647	0.51%	53.56%	2	0.4	99.3%
30	B&H M 100 SP	2820010431	10501	0.50%	54.06%	2	0.4	98.6%
31	BASIC LT 85	2820016250	10420	0.50%	54.56%	2	0.4	99.3%
32	CAMEL NF 70	1230010113	10365	0.50%	55.06%	2	0.4	98.6%
33	BASIC LT M 100	2820016280	10334	0.50%	55.56%	2	0.4	98.6%
34	GPC APR LT 100 SP	7592600251	10258	0.49%	56.05%	2	0.4	98.6%
35	BASIC U LT 100	2820016310	10205	0.49%	56.54%	2	0.4	98.6%
36	PARLIAMENT L85B	2820010050	10136	0.49%	57.03%	2	0.4	55.5%
37	DORAL LT F 85	1230015113	10132	0.49%	57.52%	2	0.4	99.3%
38	MARL MED F100 BX	2820012740	9963	0.48%	58.00%	2	0.4	99.3%
39	DORAL LT M 100	1230015813	9810	0.47%	58.47%	2	0.4	99.3%
40	CAMEL LT F 85 SP	1230010413	9494	0.46%	58.93%	2	0.4	99.3%
41	DORAL ULT F 100	1230016713	9391	0.45%	59.38%	2	0.4	99.3%
42	SIGNATURE LT F 100	1230022962	9368	0.45%	59.83%	2	0.4	98.0%
43	MERIT ULT 85SP	2820011010	9203	0.44%	60.27%	2	0.4	97.3%
44	WINSTON F 85 BX	1230011213	9201	0.44%	60.71%	2	0.4	98.0%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2750

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
45	WINSTON F 100	1230011413	9096	0.44%	61.15%	2	0.4	99.3%
46	VANTAGE F 85	1230013013	8956	0.43%	61.58%	2	0.4	99.3%
47	SIGNATURE F 85	1230022952	8915	0.43%	62.01%	2	0.4	98.0%
48	BASIC FF 85	2820016210	8826	0.42%	62.43%	2	0.4	99.3%
49	SALEM M 100	1230012213	8803	0.42%	62.85%	2	0.4	100.0%
50	SALEM LT M 100 SP	1230012513	8654	0.41%	63.26%	2	0.4	100.0%
51	GPC APR ULT100 SP	7592600257	8610	0.41%	63.67%	2	0.4	97.3%
52	PARLIAMENT LT100	2820010500	8500	0.41%	64.08%	2	0.4	85.6%
53	NEWPORT LM85 SP	2610000337	8478	0.41%	64.49%	2	0.4	96.7%
54	CAMEL F 85 HP	1230010313	8471	0.41%	64.90%	2	0.4	99.3%
55	B&H DLX UL100B	2820011100	8393	0.40%	65.30%	2	0.4	99.3%
56	MARL L M 100BX	2820011566	8315	0.40%	65.70%	2	0.4	99.3%
57	MERIT ULT 85B	2820011800	8298	0.40%	66.10%	2	0.4	57.5%
58	B&H DLX ULM100BX	2820011110	8030	0.39%	66.49%	1	0.2	98.0%
59	MARL MED F85 SP	2820012710	7879	0.38%	66.87%	1	0.2	97.3%
60	WINSTON L F 100 S	1230011313	7790	0.37%	67.24%	1	0.2	98.0%
61	GPC APR LM100 SP	7592600255	7773	0.37%	67.61%	1	0.2	96.7%
62	SALEM SL L M 100 B	1230012613	7691	0.37%	67.98%	1	0.2	99.3%
63	DORAL F 85 SP	1230016613	7413	0.36%	68.34%	1	0.2	98.6%
64	KOOL M 85 BX	2720001118	7300	0.35%	68.69%	1	0.2	98.0%
65	MERIT F 85 SP	2820010710	7232	0.35%	69.04%	1	0.2	98.0%
66	V SLIMS LM100 BX	2820010650	7181	0.34%	69.38%	1	0.2	98.6%
67	GPC APR LT 85 SP	7592600173	7158	0.34%	69.72%	1	0.2	97.3%
68	BASIC LT M 85	2820016260	6884	0.33%	70.05%	1	0.2	98.6%
69	MARLBORO F 85 BX F	28200F1CG4	6807	0.33%	70.38%	1	0.2	97.3%
70	MERIT ULT 100	2820011030	6801	0.33%	70.71%	1	0.2	98.0%
71	KOOL M 100	2720001125	6753	0.32%	71.03%	1	0.2	98.6%
72	MERIT F 100	2820010760	6734	0.32%	71.35%	1	0.2	98.6%
73	B&H LT M 100 SP	2820010520	6694	0.32%	71.67%	1	0.2	96.0%
74	WINSTON LT F 85 BX	1230011913	6666	0.32%	71.99%	1	0.2	96.7%
75	CAMEL F 85 SP	1230010213	6544	0.31%	72.30%	1	0.2	99.3%
76	B&H F 100 SP	2820010400	6501	0.31%	72.61%	1	0.2	98.0%
77	KOOL MILDS M 85 SP	2720001127	6420	0.31%	72.92%	1	0.2	97.3%
78	V SLIMS UM100 BX	2820011630	6377	0.31%	73.23%	1	0.2	98.6%
79	SALEM ULT M 100	1230012913	6313	0.30%	73.53%	1	0.2	98.6%
80	SALEM ULT M 85	1230012813	6238	0.30%	73.83%	1	0.2	99.3%
81	DORAL M 100	1230019113	6185	0.30%	74.13%	1	0.2	94.1%
82	V SLIMS M 100	2820010631	6164	0.30%	74.43%	1	0.2	98.0%
83	SIGNATURE LT M 100	1230022974	6112	0.29%	74.72%	1	0.2	98.0%
84	V SLIMS ULT100BX	2820011600	6101	0.29%	75.01%	1	0.2	98.6%
85	DORAL LT M 85	1230015713	6095	0.29%	75.30%	1	0.2	98.6%
86	BASIC U LT 85	2820016290	5975	0.29%	75.59%	1	0.2	98.6%
87	MERIT F 85 BX	2820011200	5816	0.28%	75.87%	1	0.2	70.5%
88	V SLIMS LT100 BX	2820010640	5697	0.27%	76.14%	1	0.2	98.0%

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
89	MARLBORO M 85 BX		2820011270	5643	0.27%	76.41%	1	0.2	33.9%
90	SIGNATURE ULT 100		1230022968	5631	0.27%	76.68%	1	0.2	98.0%
91	CARLTON F 100 BX		4330002068	5610	0.27%	76.95%	1	0.2	77.7%
92	V SLIMS F 100		2820010601	5580	0.27%	77.22%	1	0.2	99.3%
93	SIGNATURE LT F 85		1230022959	5497	0.26%	77.48%	1	0.2	98.0%
94	MARLBORO M 85 SP		2820010216	5477	0.26%	77.74%	1	0.2	75.8%
95	GPC APR FFM100 SP		7592605027	5469	0.26%	78.00%	1	0.2	92.1%
96	CARLTON F 100 SP		4330002078	5443	0.26%	78.26%	1	0.2	98.6%
97	B&H LT F 100 SP		2820010510	4948	0.24%	78.50%	1	0.2	96.7%
98	LUCKY STR NF 70		4330004518	4914	0.24%	78.74%	1	0.2	83.0%
99	WINSTON ULT F 85		1230011713	4840	0.23%	78.97%	1	0.2	96.0%
100	MARLBORO LT85 BX	F	28200F1EHG	4585	0.22%	79.19%	1	0.2	97.3%
101	VICEROY F85 SP		2720001263	4563	0.22%	79.41%	1	0.2	89.5%
102	CARLTON F 85 SP		4330002028	4551	0.22%	79.63%	1	0.2	97.3%
103	VANTAGE ULT F 85		1230013313	4551	0.22%	79.85%	1	0.2	96.0%
104	PARLIAMENT L85SP		2820010040	4532	0.22%	80.07%	1	0.2	81.0%
105	TRUE F 85 SP		2610000277	4511	0.22%	80.29%	1	0.2	95.4%
106	PALL MALL RED F 85		4330006618	4496	0.22%	80.51%	1	0.2	67.3%
107	DORAL M 85		1230014213	4478	0.21%	80.72%	1	0.2	94.1%
108	SIGNATURE M 100		1230022980	4338	0.21%	80.93%	1	0.2	98.0%
109	DORAL ULT F 85		1230025513	4274	0.20%	81.13%	1	0.2	93.4%
110	MISTY SL LT M100B		4330005208	4272	0.20%	81.33%	1	0.2	90.1%
111	V SLIMS LT120 BX		2820011610	4189	0.20%	81.53%	1	0.2	88.8%
112	TAREYTON F 85		4330007528	4089	0.20%	81.73%	1	0.2	86.2%
113	CAMEL WIDES F BX		1230070713	4083	0.20%	81.93%	1	0.2	92.8%
114	MARLBORO F 85 BX	T	28200T1CG4	4068	0.20%	82.13%	1	0.2	74.5%
115	KENT F 85 SP		2610000437	3820	0.18%	82.31%	1	0.2	96.0%
116	GPC APR ULT 85 SP		7592600237	3686	0.18%	82.49%	1	0.2	93.4%
117	WINSTON ULT F 100		1230011813	3663	0.18%	82.67%	1	0.2	95.4%
118	WIN SEL F 85		1230070913	3547	0.17%	82.84%	1	0.2	96.0%
119	VANTAGE ULT F 100		1230013513	3483	0.17%	83.01%	1	0.2	92.1%
120	GPC APR LM85 SP		7592600253	3472	0.17%	83.18%	1	0.2	96.7%
121	MERIT ULT 100B		2820011830	3440	0.16%	83.34%	1	0.2	50.9%
122	WIN SEL F 83 BX		1230071013	3421	0.16%	83.50%	1	0.2	92.1%
123	MERIT ULT M 85		2820011020	3373	0.16%	83.66%	1	0.2	86.9%
124	GPC APR NF 85 SP		7592605028	3332	0.16%	83.82%	1	0.2	69.2%
125	NOW F 100 SP		1230019013	3243	0.16%	83.98%	1	0.2	89.5%
126	V SLIMS LM120 BX		2820011620	3232	0.15%	84.13%	1	0.2	87.5%
127	CAPRI TRIM F100 BX		2720001163	3140	0.15%	84.28%	1	0.2	94.1%
128	BASIC NF 85		2820016320	3101	0.15%	84.43%	1	0.2	82.3%
129	MARLBORO LT85 BX	T	28200T1EHG	3100	0.15%	84.58%	1	0.2	74.5%
130	CAMBRIDGE LTF100		2820011440	3093	0.15%	84.73%	1	0.2	84.9%
131	GPC APR FFM85 SP		7592605025	3072	0.15%	84.88%	1	0.2	92.8%
132	SIGNATURE LT M 85		1230022971	3043	0.15%	85.03%	1	0.2	98.0%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2752

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
133	NOW M 100 SP	1230019213	3013	0.14%	85.17%	1	0.2	84.3%
134	MISTY SL LT 100BX	4330005108	3009	0.14%	85.31%	1	0.2	87.5%
135	MISTY SLM L M 120B	2040005358	3004	0.14%	85.45%	1	0.2	66.6%
136	SIGNATURE M 85	1230022977	2991	0.14%	85.59%	1	0.2	98.0%
137	VANTAGE F 100	1230013113	2985	0.14%	85.73%	1	0.2	95.4%
138	MARL MED F100 SP	2820012750	2969	0.14%	85.87%	1	0.2	95.4%
139	TRUE F 100	2610000287	2945	0.14%	86.01%	1	0.2	92.8%
140	NEWPORT LM100 SP	2610000377	2929	0.14%	86.15%	1	0.2	95.4%
141	CARLTON M 100 SP	4330002088	2847	0.14%	86.29%	1	0.2	94.7%
142	CAPRI TRIM M100 BX	2720001164	2836	0.14%	86.43%	1	0.2	94.1%
143	GPC APR FF 85 BX	7592605031	2703	0.13%	86.56%	1	0.2	48.3%
144	VICEROY F100 SP	2720001264	2700	0.13%	86.69%			74.5%
145	CAMEL WIDES LT F B	1230070813	2692	0.13%	86.82%			92.1%
146	MERIT ULT M100	2820011040	2690	0.13%	86.95%			84.9%
147	BASIC FF M 100	2820016340	2603	0.12%	87.07%			90.8%
148	KENT III UL85 SP	2610000167	2573	0.12%	87.19%			92.1%
149	WINSTON L F 100 B	1230015913	2571	0.12%	87.31%			73.8%
150	TAREYTON F 100	4330007538	2567	0.12%	87.43%			87.5%
151	V SLIMS SS UM100B	2820012110	2561	0.12%	87.55%			69.2%
152	MORE M 120	1230016013	2499	0.12%	87.67%			84.9%
153	ALPINE LT M 100	2820010950	2494	0.12%	87.79%			65.3%
154	CAMBRIDGE ULT100	2820010370	2490	0.12%	87.91%			71.8%
155	KENT F 100	2610000427	2464	0.12%	88.03%			96.7%
156	KENT GLD LT 85SP	2610000517	2458	0.12%	88.15%			90.8%
157	CAMBRIDGE LTM100	2820011450	2445	0.12%	88.27%			76.4%
158	CAPRI TRIM F120 BX	2720001116	2442	0.12%	88.39%			64.0%
159	SIGNATURE ULT 85	1230022965	2441	0.12%	88.51%			98.0%
160	KENT III U100 SP	2610000177	2438	0.12%	88.63%			93.4%
161	CAMEL SPL LT 85 BX	1230066613	2425	0.12%	88.75%			89.5%
162	MISTY SLM LT 120 B	2040005038	2419	0.12%	88.87%			67.9%
163	TRUE M 100	2610000297	2417	0.12%	88.99%			86.2%
164	MISTY ULT M 100 BX	2040005268	2403	0.12%	89.11%			67.9%
165	OLD GOLD F 85	2610080040	2403	0.12%	89.23%			27.4%
166	CAMEL LT F 100	1230010513	2380	0.11%	89.34%			86.2%
167	TRUE M 85	2610000267	2372	0.11%	89.45%			92.8%
168	OLD GOLD F 85 SP	2610000047	2370	0.11%	89.56%			21.5%
169	GPC APR FF 100 BX	7592605035	2292	0.11%	89.67%			40.5%
170	VANTAGE M 85	1230013213	2283	0.11%	89.78%			71.8%
171	PYRAMID FF 100	1100048408	2229	0.11%	89.89%			28.7%
172	WIN SEL LT F 85	1230071113	2219	0.11%	90.00%			88.8%
173	MONARCH LT 100	1230023013	2219	0.11%	90.11%			30.0%
174	MARL LT 100 BX F	28200F1D82	2198	0.11%	90.22%			96.7%
175	KOOL MILDS M 85 BX	2720001126	2193	0.11%	90.33%			68.6%
176	BASIC LT KG BX	2820016240	2187	0.10%	90.43%			98.6%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2753

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
177	MORE F 120		1230015513	2174	0.10%	90.53%			81.6%
178	CAMBRIDGE LT F85		2820011420	2120	0.10%	90.63%			81.6%
179	BASIC FF KG BX		2820016200	2108	0.10%	90.73%			98.6%
180	CAPRI TRIM M120 BX		2720001117	2107	0.10%	90.83%			64.7%
181	CAMEL SPL LT 100 B		1230066713	2083	0.10%	90.93%			80.3%
182	KENT GLD LT100SP		2610000537	2071	0.10%	91.03%			88.8%
183	WINSTON F 85 SP	F	12300F1PHF	2044	0.10%	91.13%			64.0%
184	CARLTON M 85		4330002048	2031	0.10%	91.23%			91.5%
185	CAMBRIDGE F 100		2820010880	2006	0.10%	91.33%			82.3%
186	NEWPORT LM100 BX		2610000637	1960	0.09%	91.42%			40.5%
187	WIN SEL LT F 83 BX		1230071213	1956	0.09%	91.51%			83.6%
188	MARL UL F85 BLU BX		2820011780	1932	0.09%	91.60%			8.4%
189	MARL MED F85BX	F	28200F233A	1930	0.09%	91.69%			96.7%
190	KOOL ULT M 85		2720001135	1904	0.09%	91.78%			57.5%
191	BASIC FF M 85		2820016330	1898	0.09%	91.87%			85.6%
192	NOW F 85 SP		1230013613	1889	0.09%	91.96%			83.6%
193	MARL LT 100 BX	T	28200T1D82	1885	0.09%	92.05%			81.0%
194	MONARCH LT 85		1230022913	1873	0.09%	92.14%			28.1%
195	PALL MALL GLD F100		4330006538	1843	0.09%	92.23%			60.1%
196	CARLTON F 120		4330002108	1808	0.09%	92.32%			65.3%
197	MONARCH ULT F 100		1230034013	1794	0.09%	92.41%			31.3%
198	KOOL LTS M 85		2720001129	1736	0.08%	92.49%			76.4%
199	ALPINE LT M 85		2820010940	1729	0.08%	92.57%			56.8%
200	KOOL MILDS M 100		2720001128	1719	0.08%	92.65%			82.3%
201	PYRAMID LT F 100		1100040208	1717	0.08%	92.73%			26.1%
202	MONARCH LT M 100		1230023113	1708	0.08%	92.81%			29.4%
203	BARCLAY F 85 SP(1)		2720001112	1612	0.08%	92.89%			57.5%
204	WIN SEL LT F 100		1230020277	1530	0.07%	92.96%			85.6%
205	MISTY ULT 100 BX		2040005168	1529	0.07%	93.03%			67.9%
206	MONARCH ULT F 85		1230033913	1528	0.07%	93.10%			26.7%
207	CARLTON M 100 BX		4330002058	1517	0.07%	93.17%			48.3%
208	KOOL ULT M 100		2720001137	1513	0.07%	93.24%			56.8%
209	CAMEL F 85 HP	T	12300T1DEH	1489	0.07%	93.31%			91.5%
210	CAMEL LT F 85 HP	T	12300T1F13	1489	0.07%	93.38%			91.5%
211	MERIT M 85		2820010720	1470	0.07%	93.45%			83.6%
212	MERIT ULTIMA 85 BX		2820012860	1467	0.07%	93.52%			30.0%
213	MERIT M 100		2820010770	1461	0.07%	93.59%			81.6%
214	BELAIR M 85 (PP)		2720001110	1414	0.07%	93.66%			30.7%
215	MONTCLAIR LF100		4330005568	1369	0.07%	93.73%			41.1%
216	VICEROY LF100 SP		2720001266	1356	0.07%	93.80%			56.2%
217	GPC APR ULT M 100		7592605049	1353	0.06%	93.86%			43.1%
218	MERIT ULTIMA 85 SP		2820012870	1313	0.06%	93.92%			53.5%
219	MERIT ULTIMA 100 S		2820012890	1306	0.06%	93.98%			49.0%
220	PYRAMID LT M 100		1100040308	1258	0.06%	94.04%			23.5%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2754

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
221	CAMEL LT F 85 SP	T	12300T1E29	1255	0.06%	94.10%			66.0%
222	CAMEL F 85 SP	T	12300T1D97	1231	0.06%	94.16%			66.0%
223	CAMBRIDGE LT M85		2820011430	1211	0.06%	94.22%			67.3%
224	WINSTON F 85 SP	T	12300T1PHF	1208	0.06%	94.28%			64.7%
225	GPC APR LT 85 BX		7592605033	1208	0.06%	94.34%			35.2%
226	GPC APR LT 100 BX		7592605037	1198	0.06%	94.40%			34.6%
227	MARL UL F100 BLU B		2820011790	1190	0.06%	94.46%			8.4%
228	MONARCH FF 100		1230022813	1183	0.06%	94.52%			28.1%
229	V SLIMS SS UF100B		2820012100	1181	0.06%	94.58%			66.6%
230	VICEROY LF85 SP		2720001265	1178	0.06%	94.64%			52.2%
231	B&H F 100 BX		2820010416	1177	0.06%	94.70%			39.2%
232	B&H M 100 BX		2820010426	1161	0.06%	94.76%			36.6%
233	BARCLAY F 100(1)		2720001113	1157	0.06%	94.82%			47.7%
234	TAREYTON LTS F 100		4330007568	1153	0.06%	94.88%			30.7%
235	CAMEL SPL LT 85		1230066513	1147	0.05%	94.93%			75.8%
236	PYRAMID FF 85		1100048308	1146	0.05%	94.98%			29.4%
237	MONARCH FF 85		1230022713	1137	0.05%	95.03%			30.7%
238	MONTCLAIR F 100		4330005558	1126	0.05%	95.08%			44.4%
239	CAMBRIDGE F 85		2820010860	1126	0.05%	95.13%			76.4%
240	ALPINE M 100		2820010930	1121	0.05%	95.18%			54.2%
241	DORAL LT 83 BX		1230084113	1108	0.05%	95.23%			98.6%
242	KOOL LTS M 100		2720001132	1057	0.05%	95.28%			71.2%
243	MONARCH LT M 85		1230033813	1050	0.05%	95.33%			25.4%
244	ALPINE M 85		2820010920	1049	0.05%	95.38%			54.9%
245	KOOL M 85 SP	F	27200F0384	1037	0.05%	95.43%			96.7%
246	CAPRI TRIM ULT100		2720003250	1034	0.05%	95.48%			44.4%
247	RALEIGH F 85		2720001140	1019	0.05%	95.53%			26.1%
248	CAMEL U LT F 85 SP		1230021413	1014	0.05%	95.58%			45.7%
249	DORAL F 85 SP	F	12300F2F4H	1003	0.05%	95.63%			94.1%
250	SARATOGA F 120BX		2820010080	962	0.05%	95.68%			32.0%
251	L&M F 85 SP		1100015308	962	0.05%	95.73%			39.8%
252	UNIDENTIFIED STYLS D		90102D000D	960	0.05%	95.78%			39.2%
253	OLD GOLD F 100		2610080050	959	0.05%	95.83%			27.4%
254	PARLIAMENT LM KG B F		28200F24B2	956	0.05%	95.88%			30.0%
255	MARL LT M 85 SP		2820011580	944	0.05%	95.93%			47.7%
256	BASIC FF M KG BX		2820016360	942	0.05%	95.98%			96.7%
257	EVE LT F 120 BX		1100012808	928	0.04%	96.02%			43.7%
258	PYRAMID ULT F 100		1100040408	919	0.04%	96.06%			20.2%
259	OLD GOLD BOX 80		2610080780	911	0.04%	96.10%			26.1%
260	OLD GOLD F 100		2610000057	909	0.04%	96.14%			20.9%
261	NEWP STRIPE M100B		2610080254	908	0.04%	96.18%			38.5%
262	NOW M 85 SP		1230013913	900	0.04%	96.22%			67.9%
263	WIN SEL SL L 100BX		1230020166	873	0.04%	96.26%			66.0%
264	SALEM LT M 100 BX		1230017213	865	0.04%	96.30%			46.4%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2755

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
265	MONTCLAIR UF100		4330005598	856	0.04%	96.34%			36.6%
266	LARK F 85		1100014108	856	0.04%	96.38%			17.6%
267	CAMEL M LT83 BX		1230019413	852	0.04%	96.42%			42.4%
268	CARLTON M 120		4330002208	832	0.04%	96.46%			52.9%
269	MERIT ULTIMA 100 B		2820012880	821	0.04%	96.50%			28.1%
270	VICEROY F85 BX		2720001171	814	0.04%	96.54%			36.6%
271	MAGNA F 83 BX		1230016913	813	0.04%	96.58%			31.3%
272	DORAL 85 B DSCT		1230084013	809	0.04%	96.62%			52.2%
273	WINSTON F 85 SP	D	12300D1FHF	798	0.04%	96.66%			64.7%
274	EVE LT M 120 BX		1100012908	774	0.04%	96.70%			36.6%
275	CAMEL M 83 BX		1230019313	771	0.04%	96.74%			42.4%
276	MARL LT M 100 SP		2820011570	769	0.04%	96.78%			46.4%
277	BASIC FF 100	F	28200F2E1C	756	0.04%	96.82%			49.6%
278	MAGNA LT F 85 SP		1230017113	756	0.04%	96.86%			32.6%
279	MORE WHITE L F 120		1230025113	755	0.04%	96.90%			38.5%
280	WINSTON LT F 85 SP	T	12300T1GS7	754	0.04%	96.94%			39.8%
281	B&H LT F 100 BX		2820010900	753	0.04%	96.98%			32.0%
282	PARLIAMENT LM KG B		2820013160	738	0.04%	97.02%			33.9%
283	KOOL M 100 BX		2720001119	735	0.04%	97.06%			84.3%
284	DORAL LT F 100	T	12300T2AH3	725	0.03%	97.09%			93.4%
285	BASIC LT 100	F	28200F2E3G	720	0.03%	97.12%			48.3%
286	MISTY SLM FF 100 B		2040005158	714	0.03%	97.15%			62.7%
287	MONTCLAIR LM100		4330005578	714	0.03%	97.18%			37.9%
288	MARLBORO LT85 SP	T	28200T1EG4	714	0.03%	97.21%			40.5%
289	CAMEL WIDES F BX		8030070713	693	0.03%	97.24%			31.3%
290	MONTCLAIR LF 85		4330005418	684	0.03%	97.27%			33.9%
291	OLD GOLD LTS F 85		2610000037	683	0.03%	97.30%			18.3%
292	CAPRI TRIM UM100		2720003251	678	0.03%	97.33%			38.5%
293	OLD GOLD L F85		2610080030	665	0.03%	97.36%			21.5%
294	DORAL LT F 85	T	12300T2ABB	664	0.03%	97.39%			93.4%
295	MISTY SLM F M 100B		2040005258	663	0.03%	97.42%			62.7%
296	BELAIR M 100 (FP)		2720001115	654	0.03%	97.45%			24.8%
297	PYRAMID NF 85		1100040508	654	0.03%	97.48%			12.4%
298	WINSTON F 85 BX	D	12300D1GAH	650	0.03%	97.51%			65.3%
299	MARL MED F85BX	T	28200T233A	641	0.03%	97.54%			66.0%
300	MARL LT M 100 SP	T	28200T1HCE	639	0.03%	97.57%			15.0%
301	MARL LT M 85 SP	T	28200T1HD6	639	0.03%	97.60%			15.0%
302	CAMEL WIDES LT F B		8030070813	637	0.03%	97.63%			29.4%
303	CAMEL F 85 HP	P	12300P1DEH	618	0.03%	97.66%			67.3%
304	CAMEL F 85 SP	P	12300P1D97	618	0.03%	97.69%			67.3%
305	MAGNA F 85 SP		1230016813	612	0.03%	97.72%			34.6%
306	MORE LT F 100 BX		1230015613	591	0.03%	97.75%			35.2%
307	KOOL M 100	F	27200F0389	591	0.03%	97.78%			96.7%
308	CAMEL M 83 BX	F	12300P35AH	589	0.03%	97.81%			87.5%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2756

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	*** RATIO 1.5 *** AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
309	CAMEL M LT83 BX	F	12300F35G9	573	0.03%	97.84%			87.5%
310	BASIC FF KG BX	F	28200F2E00	563	0.03%	97.87%			50.3%
311	MONARCH FF M 100		1230033713	555	0.03%	97.90%			19.6%
312	SARATOGA M 120BX		2820010130	544	0.03%	97.93%			26.1%
313	CAMEL U LT F 85 B		1230021513	538	0.03%	97.96%			33.9%
314	GPC APR ULT M 85		7592605047	536	0.03%	97.99%			38.5%
315	WINSTON LT F 85 SP	D	12300D1G57	532	0.03%	98.02%			64.7%
316	MAGNA LT F 83 BX		1230025013	525	0.03%	98.05%			24.8%
317	B&H LT M 100 B-TMP		2820010910	518	0.02%	98.07%			29.4%
318	MONARCH FF M 85		1230033613	512	0.02%	98.09%			22.2%
319	KOOL M 85 BX	F	27200F0382	511	0.02%	98.11%			96.7%
320	CAMEL LT F 85 SP	P	12300P1E29	506	0.02%	98.13%			67.3%
321	CAMEL LT F 85 HP	P	12300P1F13	506	0.02%	98.15%			67.3%
322	PYRAMID FF M 100		1100049108	499	0.02%	98.17%			16.9%
323	CAMEL F 85 HP	F	12300F1DEH	499	0.02%	98.19%			89.5%
324	CAMEL LT F 85 HP	F	12300F1F13	499	0.02%	98.21%			89.5%
325	DORAL LT F 100	F	12300F2AH3	485	0.02%	98.23%			91.5%
326	WINSTON F 85 SP	P	12300P1FHF	482	0.02%	98.25%			61.4%
327	CENTURY L F100(25)		1230015019	480	0.02%	98.27%			10.4%
328	PYRAMID LT F 85		1100040108	480	0.02%	98.29%			20.9%
329	CAMBRIDGE LOW F85		2820012780	479	0.02%	98.31%			27.4%
330	MARL MED F 85B-SPK		2820012705	465	0.02%	98.33%			37.9%
331	NEWP STRIPE F100B		2610080244	464	0.02%	98.35%			28.1%
332	DORAL F 100	T	12300T2B4D	463	0.02%	98.37%			64.0%
333	KNIGHT/SHLD FF 100		9300613146	458	0.02%	98.39%			7.8%
334	VANTAGE M 100		1230013413	456	0.02%	98.41%			51.6%
335	DORAL NF 85		1230084613	441	0.02%	98.43%			36.6%
336	CHESTERFLD NF 85		1100011608	438	0.02%	98.45%			12.4%
337	BASIC LT 100	T	28200T2E3G	435	0.02%	98.47%			16.9%
338	TRUE F 80 BX		2610080624	420	0.02%	98.49%			9.8%
339	LARK F 100		1100014208	418	0.02%	98.51%			13.7%
340	OLD GOLD LTS F 100		2610000067	412	0.02%	98.53%			18.3%
341	OLD GOLD L F100		2610080060	410	0.02%	98.55%			26.7%
342	MORE WHITE L M 120		1230025213	409	0.02%	98.57%			36.6%
343	KOOL MILDS M 85 SP	F	27200F038B	407	0.02%	98.59%			96.7%
344	DORAL F 85 SP	T	12300T2F4H	402	0.02%	98.61%			64.0%
345	DORAL LT F 85	F	12300F2ABB	397	0.02%	98.63%			92.1%
346	DORAL F 100	F	12300F2B4D	397	0.02%	98.65%			92.1%
347	EVE ULT F 120 BX		1100012608	396	0.02%	98.67%			19.6%
348	RALEIGH F 100		2720001145	393	0.02%	98.69%			22.8%
349	RALEIGH EX L F 100		2720003044	387	0.02%	98.71%			7.1%
350	MONARCH LT 83 BX		1230023613	381	0.02%	98.73%			15.6%
351	DORAL 85 B DSCT	T	12300TE757	367	0.02%	98.75%			70.5%
352	MONTCLAIR LM 85		4330005428	367	0.02%	98.77%			28.1%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2757

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
353	WINSTON F 85 BX	T	12300T1GAH	366	0.02%	98.79%			39.8%
354	MAX F 120		2610000387	361	0.02%	98.81%			8.4%
355	KOOL M 85 SP	T	27200T0384	360	0.02%	98.83%			39.2%
356	BUCKS F 85		2820011220	358	0.02%	98.85%			11.7%
357	CAMEL ULT 100 BX		1230021213	354	0.02%	98.87%			33.3%
358	BUCKS L F 85		2820011260	340	0.02%	98.89%			15.0%
359	MORE LT M 100 BX		1230016113	336	0.02%	98.91%			26.7%
360	KNIGHT/SHLD LT 100		9300613142	335	0.02%	98.93%			7.1%
361	BASIC FF M KG BX	F	28200F2E8G	334	0.02%	98.95%			28.7%
362	PARLIAMENT LM 100B		2820013170	328	0.02%	98.97%			33.3%
363	PARLIAMENT L85B	D	28200D1D06	324	0.02%	98.99%			30.0%
364	CAMEL F 85 SP	F	12300F1D97	322	0.02%	99.01%			64.0%
365	CAMEL LT F 85 SP	F	12300F1E29	322	0.02%	99.03%			64.0%
366	RALEIGH EX F 100		2720003041	321	0.02%	99.05%			7.8%
367	MONTCLAIR F 85		4330005408	317	0.02%	99.07%			35.9%
368	PARLIAMENT LM KG B	T	28200T24B2	311	0.01%	99.08%			30.7%
369	MISTY SLM FF 100 B	F	20400F0FGA	303	0.01%	99.09%			66.0%
370	KNIGHT/SHLD UL 100		9300613148	297	0.01%	99.10%			7.1%
371	MONARCH FF 83 BX		1230023513	295	0.01%	99.11%			12.4%
372	CARLTON 1MG F 85 B		4330002908	286	0.01%	99.12%			16.3%
373	TRUE F 100 BX		2610080614	282	0.01%	99.13%			8.4%
374	NEWPORT SL L M100B		2610080224	276	0.01%	99.14%			18.9%
375	CAMBRIDGE LOW F100		2820012790	273	0.01%	99.15%			28.1%
376	KNIGHT/SHLD LT 85		9300613141	271	0.01%	99.16%			7.1%
377	BASIC LT 85	T	28200T2E2E	269	0.01%	99.17%			16.3%
378	WINSTON L F 100 S	D	12300D1GG9	266	0.01%	99.18%			64.7%
379	PRICE MASTR NF 85		1230039313	259	0.01%	99.19%			5.2%
380	MONTCLAIR ULT 85		2040005588	258	0.01%	99.20%			24.1%
381	KNIGHT/SHLD ULT 85		9300613147	250	0.01%	99.21%			5.2%
382	PRICE MASTR FF 100		1230036613	235	0.01%	99.22%			3.2%
383	CAMEL SPL LT 85 BX	T	12300TB7AD	234	0.01%	99.23%			25.4%
384	CAMEL SPL LT 85	T	12300TB753	234	0.01%	99.24%			25.4%
385	RALEIGH EX F 85		2720003040	228	0.01%	99.25%			7.8%
386	B&H LT M 100 BX		2820010010	226	0.01%	99.26%			19.6%
387	DORAL F 85 SP	P	12300P2F4H	224	0.01%	99.27%			24.1%
388	PLAYERS F 100 BX		2820011170	220	0.01%	99.28%			5.8%
389	PARLIAMENT LM KG B	D	28200D24B2	219	0.01%	99.29%			30.0%
390	DORAL LT 83 BX	T	12300TE7AH	214	0.01%	99.30%			38.5%
391	PYRAMID FF M 85		1100049008	210	0.01%	99.31%			15.0%
392	WIN SEL F 100 BX		1230022186	209	0.01%	99.32%			23.5%
393	STERLING LT M 100		1230014513	209	0.01%	99.33%			8.4%
394	MARL L M 85 BX	F	28200F1HE4	208	0.01%	99.34%			37.2%
395	PRICE MASTR ULT 85		1230037113	201	0.01%	99.35%			5.8%
396	TAREYTON LTS F 85		4330007628	199	0.01%	99.36%			5.8%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2758

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
397	BASIC LT 85	F	28200F2E2E	198	0.01%	99.37%			28.1%
398	KOOL M 85 BX	U	27200U0382	196	0.01%	99.38%			64.0%
399	KOOL M 85 SP	U	27200U0384	196	0.01%	99.39%			64.0%
400	LARK LT F 100 (2)		1100014608	187	0.01%	99.40%			5.8%
401	WINSTON L F 100 S	T	12300T1GG9	183	0.01%	99.41%			39.8%
402	BASIC LT M 100	T	28200T2E48	183	0.01%	99.42%			16.3%
403	KNIGHT/SHLD FF 85		9300613145	179	0.01%	99.43%			6.5%
404	BARGIN KING F M100	T	12300TG31B	175	0.01%	99.44%			59.4%
405	STYLE LT M 100 SP		2610030740	173	0.01%	99.45%			31.3%
406	BRISTOL F 85		2820012320	170	0.01%	99.46%			5.8%
407	MONARCH LT M 83 BX		1230033413	162	0.01%	99.47%			7.1%
408	MONTCLAIR FF M 100		2040005579	162	0.01%	99.48%			24.8%
409	MARL MED F 85B-5PK	T	28200T233F	158	0.01%	99.49%			15.0%
410	STERLING ULT M 100		1230087713	157	0.01%	99.50%			3.2%
411	MARL LT F 85 B-5PK		2820010695	157	0.01%	99.51%			5.8%
412	CAMEL SPL LT 85 BX	F	12300FB7AD	156	0.01%	99.52%			25.4%
413	CAMEL SPL LT 85	F	12300FB753	156	0.01%	99.53%			25.4%
414	WINSTON F 85 BX	P	12300P1GAH	154	0.01%	99.54%			37.9%
415	WINSTON LT F 85 SP	P	12300P1G57	154	0.01%	99.55%			37.9%
416	WINSTON LT F 85 BX	P	12300P20DF	154	0.01%	99.56%			37.9%
417	DORAL FF M 83 BX		1230028400	152	0.01%	99.57%			24.8%
418	BASIC FF 85	F	28200F2E0A	150	0.01%	99.58%			13.0%
419	CENTURY F 100(25)		1230014919	150	0.01%	99.59%			9.8%
420	VICEROY LF85 BX		2720001172	147	0.01%	99.60%			18.9%
421	MONARCH NF 85		1230033513	146	0.01%	99.61%			11.7%
422	PRICE MASTR LT 100		1230036813	146	0.01%	99.62%			3.2%
423	DORAL 85 B DSCT	F	12300FE757	144	0.01%	99.63%			15.6%
424	WIN SEL FF 100 SP		1230022464	142	0.01%	99.64%			27.4%
425	BRISTOL F 100		2820012330	141	0.01%	99.65%			3.9%
426	BASIC LT KG BX	T	28200T2E24	140	0.01%	99.66%			16.9%
427	MARLBORO F 85B-5PK		2820010015	138	0.01%	99.67%			5.8%
428	MISTY SL LT 100BX	F	43300F0FDE	138	0.01%	99.68%			30.0%
429	MISTY SL LT M100B	F	43300F0G16	138	0.01%	99.69%			30.0%
430	BASIC FF 100	T	28200T2E1C	137	0.01%	99.70%			12.4%
431	STYLE LT 100 SP		2610030750	134	0.01%	99.71%			33.3%
432	PRICE MASTR F M100		1230059613	132	0.01%	99.72%			2.6%
433	PRICE MASTR FF 85		1230036513	130	0.01%	99.73%			5.8%
434	MARL LT F 85 S-5PK		2820010665	129	0.01%	99.74%			5.2%
435	BASIC FF 85	T	28200T2E0A	127	0.01%	99.75%			6.5%
436	KNIGHT/SHLD F M 85		9300614141	126	0.01%	99.76%			5.2%
437	STERLING LT F 100		1230014413	126	0.01%	99.77%			9.1%
438	CAMEL F 85 HP	D	12300D1DEH	124	0.01%	99.78%			41.1%
439	CAMEL F 85 SP	D	12300D1D97	124	0.01%	99.79%			41.1%
440	CAMEL LT F 85 SP	D	12300D1E29	124	0.01%	99.80%			41.1%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2759

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
441	CAMEL LT F 85 HP	D	12300D1F13	124	0.01%	99.81%			41.1%
442	BASIC FF KG BX	T	28200T2E00	123	0.01%	99.82%			15.0%
443	KNIGHT/SHLD L M 85		9300613143	122	0.01%	99.83%			4.5%
444	BARCLAY F 85 BX		2720001111	121	0.01%	99.84%			3.9%
445	BASIC U LT 100	T	28200T2E62	121	0.01%	99.85%			16.3%
446	KOOL MILDS M 85 SP	T	27200T038B	120	0.01%	99.86%			39.2%
447	KOOL M 85 BX	T	27200T0382	120	0.01%	99.87%			39.2%
448	KOOL M 100	T	27200T0389	120	0.01%	99.88%			39.2%
449	WINSTON L F 100 B	D	12300D2D21	118	0.01%	99.89%			39.2%
450	WINSTON LT F 85 BX	D	12300D20DF	118	0.01%	99.90%			39.2%
451	CAMEL M 83 BX	D	12300D35AH	118	0.01%	99.91%			39.2%
452	BRISTOL L F 85		2820012220	115	0.01%	99.92%			5.8%
453	MAX M 120		2610000397	113	0.01%	99.93%			7.1%
454	MARLBORO F85 S-5PK		2820010295	112	0.01%	99.94%			5.2%
455	STERLING M 100		1230014313	110	0.01%	99.95%			9.1%
456	LARK LT F 85 (2)		1100014308	108	0.01%	99.96%			8.4%
457	KNIGHT/SHLD LM 100		9300613144	101		99.96%			5.8%
458	WORTH LT M 100		1230098013	99		99.96%			0.6%
459	KOOL MILDS M 85 SP	U	27200U038B	98		99.96%			64.0%
460	KOOL M 100	U	27200U0389	98		99.96%			64.0%
461	EVE ULT M 120 BX		1100012708	97		99.96%			14.3%
462	DORAL FF M 83 BX	F	12300F4FBE	96		99.96%			15.6%
463	BASIC LT KG BX	F	28200F2E24	96		99.96%			20.9%
464	CAMEL F 100 SP		1230016213	95		99.96%			9.1%
465	PARLIAMENT LT100	T	28200T1E76	95		99.96%			7.1%
466	BASIC FF M KG BX	T	28200T2E8G	95		99.96%			16.3%
467	DORAL NF 85		8030084613	94		99.96%			15.6%
468	DORAL FF M 83 BX	T	12300T4FBE	92		99.96%			30.0%
469	KOOL MILDS M 85 BX	P	27200F038A	92		99.96%			30.0%
470	KOOL M 100 BX	P	27200F0383	92		99.96%			30.0%
471	MARL L M 100BX	P	28200F1HCA	91		99.96%			33.9%
472	V SLIMS LM100 BX	F	28200F1EFC	90		99.96%			19.6%
473	V SLIMS LT100 BX	F	28200F1EF2	90		99.96%			19.6%
474	RICHLAND F100(20)		2720001192	89		99.96%			0.6%
475	CARLTON ULT F85 BX		4330002098	85		99.96%			9.8%
476	STERLING F 100		1230014113	84		99.96%			7.8%
477	VANTAGE UL F 100 B		1230070613	83		99.96%			6.5%
478	PRICE MASTR L M 85		1230036913	82		99.96%			3.2%
479	STERLING ULT 100		1230087213	82		99.96%			3.9%
480	RALEIGH EX L F 85		2720003043	79		99.96%			3.2%
481	B&H MULTI F 85		2820010390	73		99.96%			3.2%
482	KENT GLD LT M 100		2610000547	71		99.96%			7.8%
483	MONARCH M 83 BX		1230023713	71		99.96%			8.4%
484	DORAL LT M 100	T	12300T2CE9	61		99.96%			39.2%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2760

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++ *** RATIO 1.5 ***
PRD 2: 153 01/01/96 - 12/31/96

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
485	DORAL ULT F 100	T	12300T2FA9	61		99.96%			39.2%
486	KNIGHT/SHLD NF 85		9300613149	61		99.96%			3.9%
487	MARLBORO M 85 BX	F	28200F1GE2	59		99.96%			17.6%
488	PLAYERS M 100 BX		2820011190	55		99.96%			1.9%
489	MARL MED F 85S-5PK		2820012715	54		99.96%			3.2%
490	WORTH ULT 100		1230098213	54		99.96%			0.6%
491	PARLIAMENT LM 100B	T	28200T24BC	53		99.96%			30.0%
492	BRISTOL L F 100		2820012240	52		99.96%			3.2%
493	WINSTON ULT F 83 B		1230070313	49		99.96%			7.8%
494	HARLEY DAVSN L 80B		2610080314	49		99.96%			7.8%
495	MERIT F 85 BX	T	28200T1GA4	48		99.96%			5.2%
496	MERIT ULT 100	T	28200T1G0E	48		99.96%			5.2%
497	MERIT ULT 85B	T	28200T207A	48		99.96%			5.2%
498	PLAYERS F 85 BX		2820011160	47		99.96%			2.6%
499	VICEROY ULT LT100		2720003134	46		99.96%			5.2%
500	MARLBORO M 85 SP	F	28200F1D9A	45		99.96%			19.6%
501	V SLIMS F 100	F	28200F1ECH	45		99.96%			19.6%
502	V SLIMS M 100	F	28200F1EEB	45		99.96%			19.6%
503	MERIT F 100	F	28200F1F3E	45		99.96%			7.8%
504	MERIT F 85 BX	F	28200F1GA4	45		99.96%			7.8%
505	MERIT ULT 85B	F	28200F207A	45		99.96%			7.8%
506	MERIT ULT 100B	F	28200F2094	45		99.96%			7.8%
507	WINSTON ULT F 83 B		8030070313	44		99.96%			8.4%
508	KNIGHT/SHLD F M100		9300614142	44		99.96%			2.6%
509	RALEIGH EX ULT 100		2720003049	42		99.96%			1.3%
510	MERIT F 100	T	28200T1P3E	42		99.96%			4.5%
511	RALEIGH EX L M 100		2720003046	41		99.96%			1.9%
512	STYLE LT M 100 BX		2610030570	40		99.96%			7.8%
513	VANTAGE ULT F 83 B		1230070513	40		99.96%			5.2%
514	PLAYERS M 85 BX		2820011180	39		99.96%			3.9%
515	CHESTERFLD NF 70		1100011308	39		99.96%			3.2%
516	WORTH FF 100		1230097613	39		99.96%			0.6%
517	RALEIGH LTS F 85		2720001152	39		99.96%			3.9%
518	MONTCLAIR F 85 BX		4330005008	39		99.96%			2.6%
519	STYLE LT 100 BX		2610030550	38		99.96%			6.5%
520	SATIN M 100		2610000107	37		99.96%			3.2%
521	OLD GOLD F 100 BX		2610080850	37		99.96%			9.8%
522	STYLE SL LM100BX		2610030770	36		99.96%			21.5%
523	H.DAVIDSON F 85		2610080072	36		99.96%			8.4%
524	PRICE MASTR L M100		1230037013	35		99.96%			3.2%
525	L&M F 100		1100016008	32		99.96%			4.5%
526	BRISTOL NF 85		2820012340	32		99.96%			1.3%
527	MONTCLAIR LT 85BX		4330005308	28		99.96%			5.2%
528	STERL SL LT 100 BX		1230087313	28		99.96%			2.6%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2761

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
529	COMMANDER NF 85	2820010090	27		99.96%			1.9%
530	BRISTOL L M 100	2820012250	27		99.96%			3.2%
531	KOOL NF M 70	2720001130	26		99.96%			5.8%
532	SALEM LT M 100 BX T	12300T2H25	24		99.96%			3.9%
533	SALEM M 100 T	12300T21C9	24		99.96%			3.9%
534	SALEM M 85 SP T	12300T2117	24		99.96%			3.9%
535	SALEM LT M 85 T	12300T225B	24		99.96%			3.9%
536	H.DAVIDSON F 80 BX	2610080402	24		99.96%			5.2%
537	WORTH ULT 85	1230098113	23		99.96%			0.6%
538	WORTH FF 85	1230097513	22		99.96%			0.6%
539	VANTAGE ULT F 100B	8030070613	22		99.96%			2.6%
540	SALEM GOLD M 83 BX	1230010813	21		99.96%			1.3%
541	WORTH LT 85	1230097713	21		99.96%			0.6%
542	PRICE MASTR UL 100	1230037213	20		99.96%			3.2%
543	WORTH LT 100	1230097813	20		99.96%			0.6%
544	H.DAVIDSON LT F 85	2610080582	20		99.96%			5.2%
545	MALIBU LTS F 100	4330005818	20		99.96%			1.9%
546	OLD GOLD LT BOX 80	2610080790	19		99.96%			5.2%
547	WORTH FF M 100	1230020175	18		99.96%			0.6%
548	HARLEY DAVSN L F85	2610080584	17		99.96%			7.8%
549	STYLE SL LT 100 BX	2610030760	15		99.96%			3.9%
550	KENT SLM LT 100 BX	2610080484	14		99.96%			2.6%
551	MARLBORO F 85B-5PK T	28200T1CG7	14		99.96%			0.6%
552	STERLING UF100	8030087213	14		99.96%			3.2%
553	VANTAGE ULT F 83 B	8030070513	13		99.96%			2.6%
554	SALEM M 100 F	12300F21C9	12		99.96%			3.9%
555	SALEM M 85 SP F	12300F2117	12		99.96%			3.9%
556	SALEM LT M 100 SP F	12300F22B3	12		99.96%			3.9%
557	SALEM LT M 85 F	12300F225B	12		99.96%			3.9%
558	WIN SEL F 85 T	12300TC2FB	12		99.96%			3.9%
559	WIN SEL LT F 83 BX T	12300TC3E5	12		99.96%			3.9%
560	WORTH LT M 85	1230097913	12		99.96%			0.6%
561	BRISTOL ULT 100	2820012350	12		99.96%			1.9%
562	ST MORITZ M 100	1376001142	11		99.96%			1.3%
563	PALL MALL RED F100	4330006628	11		99.96%			1.9%
564	CENTURY L F 85(25)	1230014819	10		99.96%			1.3%
565	HARLEY DAVSN F 85	2610080074	10		99.96%			13.0%
566	WORTH FF M 85	1230020172	9		99.96%			0.6%
567	ALPINE M 85 F	28200F1FCC	9		99.96%			1.9%
568	RED KAMEL FF 83 BX	1230015413	8		99.96%			2.6%
569	RED KAMEL LT 83 BX	1230017713	8		99.96%			2.6%
570	HARLEY DAVSN F 80B	2610080404	8		99.96%			3.9%
571	RALEIGH NF 85	2720001150	8		99.96%			1.3%
572	PLAYERS L M100(25)	2820014190	8		99.96%			0.6%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2762

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 153 01/01/96 - 12/31/96 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
573	WIN SEL LT F 85	T	12300TC38D	6		99.96%			3.9%
574	WIN SEL LT F 100	T	12300T38A9	6		99.96%			3.9%
575	BRISTOL L M 85		2820012230	6		99.96%			2.6%
576	KENT GLD LTS M 85		2610000527	5		99.96%			1.9%
577	RALEIGH LTS F 100		2720001144	5		99.96%			1.3%
578	ALPINE M 100	T	28200T1FD4	5		99.96%			0.6%
579	DORAL LT 100 BX		1230022083	5		99.96%			3.9%
580	DORAL FF 100 BX		1230022080	4		99.96%			3.9%
581	DUNHILL LT M 85 BX		1376000110	4		99.96%			0.6%
582	ALPINE LT M 85	F	28200F1FDE	4		99.96%			1.3%
583	ALPINE M 100	F	28200F1FD4	4		99.96%			1.3%
584	ALPINE LT M 100	F	28200F1FE6	4		99.96%			1.3%
585	PLAYERS L F100(25)		2820014170	4		99.96%			0.6%
586	PRICE MASTR F M 85		1230059513	3		99.96%			1.9%
587	NEWPORT N-M F85 BX		2610000227	3		99.96%			1.3%
588	STER SLM LF100		8030087313	3		99.96%			1.9%
589	STER SLM LM100		8030087813	3		99.96%			1.3%
590	KOOL M 85 SP	D	27200D0384	2		99.96%			0.6%
591	KOOL M 100	D	27200D0389	2		99.96%			0.6%
592	RICHLAND F 85(20)		2720001191	2		99.96%			0.6%
593	ALPINE M 85	T	28200T1FCC	2		99.96%			0.6%
594	PALL MALL L F 100		4330006568	2		99.96%			0.6%
595	YOURS F 85 BX		1100058408	1		99.96%			0.6%
596	WIN SEL FF 100 SP	T	12300T3F60	1		99.96%			0.6%
597	WORTH LT 83 BX		1230066813	1		99.96%			0.6%
598	SATIN F 100		2610000097	1		99.96%			0.6%
599	KOOL MILDS M 85 SP	D	27200D038B	1		99.96%			0.6%
600	KOOL M 85 BX	D	27200D0382	1		99.96%			0.6%
601	RICHLAND M 85(20)		2720001133	1		99.96%			0.6%
602	RALEIGH EX NF 85		2720003047	1		99.96%			0.6%
603	PARLIAMENT LM 100B	D	28200D24BC	1		99.96%			0.6%
604	ALPINE LT M 85	T	28200T1FDE	1		99.96%			0.6%
605	M ULTIMA 100B$5OFF		2820012530	1		99.96%			0.6%
606	BRISTOL LOW F 85		2820012800	1		99.96%			0.6%
607	AMERICAN L F100		4330001908	1		99.96%			0.6%
608	DUMAURIER LT KS BX		5930050882	1		99.96%			0.6%
609	ST MORITZ-ALL STYL		7770500113	1		99.96%			0.6%
610	EVE SLM UL M 100 B		1100013308	-1		99.96%			0.6%
611	PRICE MASTR LT 100	T	12300T65B3	-1		99.96%			0.6%
612	PRICE MASTR FF 100	T	12300T6501	-1		99.96%			0.6%
613	PRICE MASTR UL 100	T	12300T66F7	-1		99.96%			0.6%
614	PRICE MASTR L M100	T	12300T6645	-1		99.96%			0.6%
615	CENTURY F 85(25)		1230014719	-1		99.96%			1.3%
616	MANCHESTER FF 85		1230021584	-1		99.96%			0.6%

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RJRT CUSTOMER ACCOUNT MANAGEMENT
BRAND SHARE RANKING - INDUSTRY
CARTON EQUIVALENT
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 2 ++ *** RATIO 1.5 ***
PRD 2: 153 01/01/96 - 12/31/96

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
617	DIR CHOICE L M 100	1230067513	-1		99.96%			0.6%
618	DIR CHOICE LT 83 B	1230068213	-1		99.96%			0.6%
619	L STR GREEN F 85	2040004528	-1		99.96%			0.6%
620	RIVIERA F 85	2040006738	-1		99.96%			0.6%
621	LUCKY STR LOWT 85	4330004538	-1		99.96%			0.6%
622	STERLING F 85	1230012313	-2		99.96%			0.6%
623	DIR CHOICE LT 85	1230067213	-2		99.96%			1.3%
624	DIR CHOICE NF 85	1230067813	-2		99.96%			0.6%
625	DIR CHOICE FF 83 B	1230068113	-2		99.96%			0.6%
626	B DURHAM F83 BX	4330001508	-2		99.96%			0.6%
627	DIR CHOICE LT 100	1230067313	-4		99.96%			1.9%
628	TOURNEY LT M 100	1100049908	-5		99.96%			1.3%
629	DIR CHOICE FF 85	1230067013	-5		99.96%			1.3%
630	DIR CHOICE ULT 85	1230067613	-5		99.96%			1.3%
631	DIR CHOICE ULT 100	1230067713	-5		99.96%			1.9%
632	DIR CHOICE FF M 85	1230067913	-5		99.96%			1.3%
633	DIR CHOICE F M 100	1230068013	-6		99.96%			1.9%
634	DIR CHOICE FF 100	1230067113	-10		99.96%			2.6%

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SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++
PRD 1: PRD 2: 153

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

	CTNS	SHARE	CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
R.J. REYNOLDS			20069	36.83%	20069	36.83
PHILIP MORRIS			30376	55.74%	30376	55.74
B.A.T.			4044	7.42%	4044	7.42
-INDUSTRY FULL PRICE			54489	81.97%	54489	
BRANDED SAVINGS						
R.J. REYNOLDS			5793	53.40%	5793	53.40
PHILIP MORRIS			4476	41.26%	4476	41.26
B.A.T.			579	5.33%	579	5.33
-INDUSTRY BRANDED SAVINGS			10848	16.32%	10848	
PL/BLK & WHT						
R.J. REYNOLDS			171	15.11%	171	15.11
OTHER MISC MANUFTURS			960	84.88%	960	84.88
-INDUSTRY PL/BLK & WHT			1131	1.70%	1131	
-INDUSTRY- TOTAL			66468	100.00%	66468	
COMBINED TOTALS						
R.J. REYNOLDS			26033	39.16	26033	39.16
PHILIP MORRIS			34852	52.43	34852	52.43
B.A.T.			4623	6.95	4623	6.95
OTHER MISC MANUFTURS			960	1.44	960	1.44
-COMBINED- INDUSTRY			66468	100.00%	66468	

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100	D	9999999999			2		2
KOOL M 100	F	9999999999			591		591
KOOL M 100	T	9999999999			120		120
KOOL M 100	U	9999999999			98		98
KOOL M 100 BX	F	9999999999			92		92
KOOL M 85 BX	D	9999999999			1		1
KOOL M 85 BX	F	9999999999			511		511
KOOL M 85 BX	T	9999999999			120		120
KOOL M 85 BX	U	9999999999			196		196
KOOL M 85 SP	D	9999999999			2		2
KOOL M 85 SP	F	9999999999			1037		1037
KOOL M 85 SP	T	9999999999			360		360
KOOL M 85 SP	U	9999999999			196		196
KOOL MILDS M 85 BX	F	9999999999			92		92
KOOL MILDS M 85 SP	D	9999999999			1		1
KOOL MILDS M 85 SP	F	9999999999			407		407
KOOL MILDS M 85 SP	T	9999999999			120		120
KOOL MILDS M 85 SP	U	9999999999			98		98
TOTAL KOOL					4044	6.91%	4044
TOTAL B&W FULL PRICE					4044	3.06%	4044
MISTY SL LT M100B	F	9999999999			138		138
MISTY SL LT 100BX	F	9999999999			138		138
MISTY SLM FF 100 B	F	9999999999			303		303
TOTAL MISTY					579	3.02%	579
TOTAL B&W BRANDED SAVINGS					579	0.47%	579
TOTAL B.A.T.					4623	1.80%	4623
MERIT F 100	F	9999999999			45		45
MERIT F 100	T	9999999999			42		42
MERIT F 85 BX	F	9999999999			45		45
MERIT F 85 BX	T	9999999999			48		48
MERIT ULT 100	T	9999999999			48		48
MERIT ULT 100B	F	9999999999			45		45
MERIT ULT 85B	F	9999999999			45		45
MERIT ULT 85B	T	9999999999			48		48
TOTAL MERIT					366	0.59%	366
MARL L M 100BX	F	9999999999			91		91
MARL L M 85 BX	F	9999999999			208		208

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2766

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
MARL LT M 100 SP	T	9999999999			639		639
MARL LT M 85 SP	T	9999999999			639		639
MARL LT 100 BX	F	9999999999			2198		2198
MARL LT 100 BX	T	9999999999			1885		1885
MARL MED F 85B-5PK	T	9999999999			158		158
MARL MED F85BX	F	9999999999			1930		1930
MARL MED F85BX	T	9999999999			641		641
MARLBORO F 85 BX	F	9999999999			6807		6807
MARLBORO F 85 BX	T	9999999999			4068		4068
MARLBORO F 85B-5PK	T	9999999999			14		14
MARLBORO LT85 BX	F	9999999999			4585		4585
MARLBORO LT85 BX	T	9999999999			3100		3100
MARLBORO LT85 SP	T	9999999999			714		714
MARLBORO M 85 BX	F	9999999999			59		59
MARLBORO M 85 SP	F	9999999999			45		45
TOTAL MARLBORO					27781	3.21%	27781
PARLIAMENT LM KG B	D	9999999999			219		219
PARLIAMENT LM KG B	F	9999999999			956		956
PARLIAMENT LM KG B	T	9999999999			311		311
PARLIAMENT LM 100B	D	9999999999			1		1
PARLIAMENT LM 100B	T	9999999999			53		53
PARLIAMENT LT100	T	9999999999			95		95
PARLIAMENT L85B	D	9999999999			324		324
TOTAL PARLIAMENT					1959	6.96%	1959
V SLIMS F 100	F	9999999999			45		45
V SLIMS LM100 BX	F	9999999999			90		90
V SLIMS LT100 BX	F	9999999999			90		90
V SLIMS M 100	F	9999999999			45		45
TOTAL VIRGINIA SLIMS					270	0.55%	270
TOTAL PM FULL PRICE					30376	2.88%	30376
ALPINE LT M 100	F	9999999999			4		4
ALPINE LT M 85	F	9999999999			4		4
ALPINE LT M 85	T	9999999999			1		1
ALPINE M 100	F	9999999999			4		4
ALPINE M 100	T	9999999999			5		5
ALPINE M 85	F	9999999999			9		9
ALPINE M 85	T	9999999999			2		2

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2767

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BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL ALPINE (G)					29	0.45%	29
BASIC FF KG BX	F	9999999999			563		563
BASIC FF KG BX	T	9999999999			123		123
BASIC FF M KG BX	F	9999999999			334		334
BASIC FF M KG BX	T	9999999999			95		95
BASIC FF 100	F	9999999999			756		756
BASIC FF 100	T	9999999999			137		137
BASIC FF 85	F	9999999999			150		150
BASIC FF 85	T	9999999999			127		127
BASIC LT KG BX	F	9999999999			96		96
BASIC LT KG BX	T	9999999999			140		140
BASIC LT M 100	T	9999999999			183		183
BASIC LT 100	F	9999999999			720		720
BASIC LT 100	T	9999999999			435		435
BASIC LT 85	F	9999999999			198		198
BASIC LT 85	T	9999999999			269		269
BASIC U LT 100	T	9999999999			121		121
TOTAL BASIC					4447	4.46%	4447
TOTAL PM BRANDED SAVINGS					4476	3.65%	4476
TOTAL PHILIP MORRIS					34852	2.95%	34852
CAMEL F 85 HP	D	9999999999			124		124
CAMEL F 85 HP	F	9999999999			499		499
CAMEL F 85 HP	P	9999999999			618		618
CAMEL F 85 HP	T	9999999999			1489		1489
CAMEL F 85 SP	D	9999999999			124		124
CAMEL F 85 SP	F	9999999999			322		322
CAMEL F 85 SP	P	9999999999			618		618
CAMEL F 85 SP	T	9999999999			1231		1231
CAMEL LT F 85 HP	D	9999999999			124		124
CAMEL LT F 85 HP	F	9999999999			499		499
CAMEL LT F 85 HP	P	9999999999			506		506
CAMEL LT F 85 HP	T	9999999999			1489		1489
CAMEL LT F 85 SP	D	9999999999			124		124
CAMEL LT F 85 SP	F	9999999999			322		322
CAMEL LT F 85 SP	P	9999999999			506		506
CAMEL LT F 85 SP	T	9999999999			1255		1255
CAMEL M LT83 BX	F	9999999999			573		573
CAMEL M 83 BX	D	9999999999			118		118
CAMEL M 83 BX	F	9999999999			589		589
CAMEL SPL LT 85	F	9999999999			156		156
CAMEL SPL LT 85	T	9999999999			234		234

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2768

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
CAMEL SPL LT 85 BX F	9999999999			156		156
CAMEL SPL LT 85 BX T	9999999999			234		234
TOTAL CAMEL XREG				11910	13.71%	11910
TOTAL CAMEL				11910	13.71%	11910
SALEM LT M 100 BX T	9999999999			24		24
SALEM LT M 100 SP F	9999999999			12		12
SALEM LT M 85 F	9999999999			12		12
SALEM LT M 85 T	9999999999			24		24
SALEM M 100 F	9999999999			12		12
SALEM M 100 T	9999999999			24		24
SALEM M 85 SP F	9999999999			12		12
SALEM M 85 SP T	9999999999			24		24
TOTAL SALEM				144	0.20%	144
WIN SEL F 85 T	9999999999			12		12
WIN SEL FF 100 SP T	9999999999			1		1
WIN SEL LT F 100 T	9999999999			6		6
WIN SEL LT F 83 BX T	9999999999			12		12
WIN SEL LT F 85 T	9999999999			6		6
TOTAL WINSTON SELECT				37	0.26%	37
WINSTON F 85 BX D	9999999999			650		650
WINSTON F 85 BX P	9999999999			154		154
WINSTON F 85 BX T	9999999999			366		366
WINSTON F 85 SP D	9999999999			798		798
WINSTON F 85 SP F	9999999999			2044		2044
WINSTON F 85 SP P	9999999999			482		482
WINSTON F 85 SP T	9999999999			1208		1208
WINSTON L F 100 B D	9999999999			118		118
WINSTON L F 100 S D	9999999999			266		266
WINSTON L F 100 S T	9999999999			183		183
WINSTON LT F 85 BX D	9999999999			118		118
WINSTON LT F 85 BX P	9999999999			154		154
WINSTON LT F 85 SP D	9999999999			532		532
WINSTON LT F 85 SP P	9999999999			154		154
WINSTON LT F 85 SP T	9999999999			754		754
TOTAL WINSTON XSEL				7981	7.95%	7981

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2769

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL WINSTON					8018	7.98%	8018
TOTAL RJR FULL PRICE					20072	6.25%	20072
DORAL F 100	F	9999999999			397		397
DORAL F 100	T	9999999999			463		463
DORAL F 85 SP	F	9999999999			1003		1003
DORAL F 85 SP	P	9999999999			224		224
DORAL F 85 SP	T	9999999999			402		402
DORAL FF M 83 BX	F	9999999999			96		96
DORAL FF M 83 BX	T	9999999999			92		92
DORAL LT F 100	F	9999999999			485		485
DORAL LT F 100	T	9999999999			725		725
DORAL LT F 85	F	9999999999			397		397
DORAL LT F 85	T	9999999999			664		664
DORAL LT M 100	T	9999999999			61		61
DORAL LT 83 BX	T	9999999999			214		214
DORAL ULT F 100	T	9999999999			61		61
DORAL 85 B DSCT	F	9999999999			144		144
DORAL 85 B DSCT	T	9999999999			367		367
TOTAL DORAL					5795	5.85%	5795
TOTAL RJR BRANDED SAVINGS					5795	4.92%	5795
PRICE MASTR FF 100	T	9999999999			-1		1
PRICE MASTR L M100	T	9999999999			-1		1
PRICE MASTR LT 100	T	9999999999			-1		1
PRICE MASTR UL 100	T	9999999999			-1		1
TOTAL PRICE MASTER					-4	0.32%	-4
BARGIN KING F M100	T	9999999999			175		175
TOTAL BARGAIN KING					175	50.00%	175
TOTAL RJR PL/BLK & WHT					171	0.27%	171
TOTAL R.J. REYNOLDS					26038	5.18%	26038

* FOLLOWING NOT INCLUDED IN PROMOTION SUMMARY *

UNIDENTIFIED STYLS	D	9999999999			960		960
TOTAL *BRAND UNDEFINED					960		960
TOTAL 16 PL/BLK & WHT					960	50.00%	960
TOTAL 16					960	49.56%	960

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2770

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 153 NO.DATA. - NO.DATA. 01/01/96 - 12/31/96

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
* FOLLOWING NOT INCLUDED IN PROMOTION SUMMARY *						
TOTAL INDUSTRY				66473	3.09%	66473

51851 2771

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Amerada Hess Corporation
Volume Tracking
1996

51851 2772

Hess Mart

Total Cartons	172,262	149,415	157,638	164,360	183,557	162,125	189,465	166,632	153,966	143,623	166,607	184,772
Full Price	138,574	119,174	127,876	133,260	149,294	131,096	148,003	130,358	120,173	112,229	127,803	139,584
Bd. Savings	33,039	29,735	29,179	30,568	33,521	30,576	36,184	27,770	23,590	21,686	25,905	32,833
Private Label	650	506	583	532	742	453	5,197	8,746	10,203	9,638	12,899	12,356
Doral	6,934	6,388	7,034	7,797	7,248	8,599	9,630	7,463	6,092	5,204	6,733	10,203
GPC	9,675	8,133	7,929	7,774	9,191	7,767	8,909	6,088	4,512	3,904	4,692	5,946
Basic	7,998	7,562	6,531	7,013	7,997	7,067	9,376	7,783	6,721	6,300	7,536	9,719
Winston	8,957	7,972	8,151	8,725	9,121	8,138	9,055	8,089	7,326	7,816	8,371	9,718
Camel	5,846	6,313	5,982	8,793	6,570	6,616	6,921	5,653	6,701	6,724	7,349	8,032
Salem	6,032	5,410	5,619	5,846	6,559	5,617	5,839	5,323	5,029	4,904	5,298	6,416
Marlboro	71,354	58,866	64,653	65,437	75,684	66,899	77,759	68,532	61,333	56,034	63,564	70,429
Kool	4,514	3,975	4,609	4,075	5,708	3,656	5,199	4,681	3,950	3,404	5,013	3,891
Newport	12,732	11,130	11,905	12,357	14,427	12,790	13,760	12,478	11,313	10,911	12,359	13,808

Hess Co-Op

Total Cartons	153,465	127,432	144,615	152,829	174,351	159,478	186,246	145,932	148,150	128,908	147,836	163,233
Full Price	135,846	111,517	128,319	134,834	155,844	141,636	158,961	126,824	128,049	112,083	127,275	139,084
Bd. Savings	16,197	15,292	15,524	17,253	17,683	17,309	21,205	14,922	13,622	11,936	14,629	17,961
Private Label	702	623	772	742	824	533	6,080	4,186	6,479	4,889	5,932	6,188
Doral	1,627	1,873	1,998	3,397	1,873	3,876	3,852	2,520	2,499	1,444	2,033	4,030
GPC	4,470	3,560	3,381	3,363	3,848	3,594	4,092	2,421	2,028	1,455	1,943	2,328
Basic	6,116	5,553	5,494	5,687	6,788	5,561	7,712	6,315	5,305	4,811	6,583	7,831
Winston	6,091	5,451	6,309	6,792	6,910	6,528	7,354	5,613	6,289	5,469	6,119	7,231
Camel	4,460	3,941	4,668	5,284	4,936	5,215	5,225	3,891	4,508	4,881	5,553	6,844
Salem	5,800	5,048	5,556	5,987	6,485	5,972	6,462	5,182	5,218	4,897	5,321	6,609
Marlboro	69,380	53,752	63,500	63,710	77,953	71,839	79,249	65,716	62,223	56,187	59,980	66,553
Kool	4,265	3,613	4,354	4,216	5,243	3,981	6,445	3,708	4,694	3,274	4,931	3,970
Newport	20,619	18,277	20,136	21,422	24,845	21,715	25,363	19,951	20,594	17,599	21,627	22,515

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJR Account Analysis
For RJR Internal Use ONLY

Hess Mart
Convenience Chain
Chain ID: 0353-03-00
# of Stores: 145

RJR Responsibility: Nick Kuruc

AIM Data

Industry	*1st Qtr 96* Carton Volume	SOM	*2nd Qtr 96* Carton Volume	SOM	Diff vs. Prev.	*3rd Qtr 96* Carton Volume	SOM	Diff vs. Prev.	*4th Qtr 96* Carton Volume	SOM	Diff vs. Prev.
Full Price	378,579	80.46%	411,295	81.13%	+0.67%	429,719	78.05%	-3.08%	410,541	76.96%	-1.09%
Brd. Savings	90,304	19.19%	93,946	18.53%	-0.66%	95,293	17.31%	-1.22%	96,197	18.14%	-1.17%
PL/BW	1,653	0.35%	1,726	0.34%	-0.01%	25,552	4.64%	+4.30%	36,829	6.90%	+2.26%
Total Savings	*91,957*	*19.54%*	*95,671*	*18.87%*	*-0.67%*	*120,845*	*21.95%*	*+3.08%*	*122,936*	*23.04%*	*+1.09%*
Total	470,536	100.00%	506,969	100.00%		550,564	100.00%		533,477	100.00%	
RJR		SOC		SOC			SOC			SOC	
RJR Full Price	69,146	18.26%	75,661	18.40%	+0.14%	74,355	17.30%	-1.10%	78,948	19.23%	+1.93%
RJR Brd.Sav	24,524	27.16%	28,197	30.01%	+2.86%	28,948	31.43%	+1.41%	27,842	32.33%	+0.91%
RJR PL/BW	591	35.75%	735	42.58%	+6.83%	25,552	100.00%	+57.42%	35,874	97.41%	-2.59%
RJR Tot Savings	*25,115*	*27.31%*	*28,932*	*30.24%*	*+2.93%*	*55,500*	*45.93%*	*+15.69%*	*63,716*	*51.83%*	*+5.90%*
		SOM		SOM			SOM			SOM	
Total RJR	94,261	20.03%	104,593	20.63%	+0.60%	129,855	23.58%	+2.95%	142,564	26.74%	+3.16%
Camel Ex Reg	15,169	3.22%	19,309	3.81%	+0.58%	18,181	3.30%	-0.51%	21,184	3.97%	+0.67%
Winston	24,829	5.28%	25,878	5.10%	-0.17%	25,585	4.70%	-0.31%	28,245	5.29%	+0.60%
Doral	20,165	4.29%	23,543	4.64%	+0.36%	25,202	4.58%	-0.07%	23,664	4.43%	-0.16%
Salem	16,879	3.59%	17,951	3.54%	-0.05%	17,516	3.18%	-0.36%	17,728	3.32%	+0.14%
Marlboro	190,594	40.51%	206,572	40.75%	+0.24%	224,985	40.86%	+0.12%	204,698	38.37%	-2.49%
Newport	35,177	7.48%	39,268	7.75%	+0.27%	40,735	7.40%	-0.35%	40,077	7.51%	+0.11%
Kool	13,070	2.78%	13,412	2.65%	-0.13%	14,733	2.68%	+0.03%	13,012	2.44%	-0.24%
Basic	21,508	4.57%	21,913	4.32%	-0.25%	25,330	4.60%	+0.28%	25,497	4.78%	+0.18%
GPC	25,535	5.43%	24,566	4.85%	-0.58%	20,778	3.77%	-1.07%	15,501	2.91%	-0.87%

AIM Data

Avg Wkly Cartons/Per Store

	Industry	RJR	# of Stores
1st Qtr 96	240	48	149
2nd Qtr 96	265	55	147
3rd Qtr 96	293	69	148
4th Qtr 96	272	73	149

RJR Profitability

	1st Qtr 96	2nd Qtr 96	3rd Qtr 96	4th Qtr 96
Contract Cost / Ctns	$1.04	$0.92	$0.72	$0.67
Promotional Cost / Ctns	$0.53	$0.62	$0.46	$0.53
Total Cost per Carton	$1.57	$1.53	$1.18	$1.20
Profit per Carton	$3.57	$3.69	$3.97	$3.94
Total RJR Net Profit $	$337,746	$374,312	$438,964	$421,759

Current Situation

Level II Pack Base 1995 Retail Partners Contract in effect
Chain currently has contracts from RJR, PM, and BAT
3 Price Tiers: FP, Bd Svgs, Forsyth P/L Brand SIGNATURE (only P/L)
RJR Promotions handled through VAP

Goals for Account

Sell 1996 Retail Partners Contract
Sell P/L Distributor Brand concept for 3rd tier exclusivity
Implement all National and Partners Programs
Continue 1995 growth trend: FP, and Branded Savings
Implement Merchandising/Contract Program for "Snack Shops"

	Base	*YTD*	*Diff.*
RJR Full Price SOM	18.80%	17.30%	-1.50%
RJR Share of Savings	30.10%	46.90%	+16.80%
Total RJR SOM	21.00%	23.60%	+2.60%
Camel Ex Reg SOM	3.30%	3.30%	
Doral SOM	4.80%	4.60%	-0.20%

51851 2773

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJR Account Analysis
For RJR Internal Use Only

Hess Mart
Convenience Chain
Chain ID: 0353-03-00
# of Stores: 145

1st Qtr 96
Action Plan:
Sell Level II 1996 Retail Partners/Sell Distributor Brand for all stores
Implement National and Partners Promotions
1st Quarter Accrual Program- $1 off 3 pack Camel purchase
Implement Merchandising/Contract Strategy for "Snack Shops"
Assist (as Category Advisor) in development of Corporate Cigarette Strategy
Results:
Sold Level II Retail Partners effective 1/1/96.
Implemented al National and Partners Promotions.
Sold CAMEL shippers with couponed product to defend against Marlboro March effort.
Private Label Brand decision postponed pending hiring of Director of Convenience Stores (late March).

2nd Qtr 96
Action Plan:
Sell Pivate Label Brand Signature.
Implement Signature introduction in all locations.
Implement CAMEL $.40 off 2 Pack Retail Accrual Program.
Implement Feb. CAMEL Buy Down Program to defend against Marlboro June effort.
Sell all National and Partners Promotions.
Results:
Implemented CAMEL $.40 off 2 Pack Retail Accrual Program.
Implemented Feb. CAMEL Buy Down Program to defend against Marlboro June effort.
Sold all National and Partners Promotions.

3rd Qtr 96
Action Plan:
Implement introduction of SIGNATURE In all stores
Sell DORAL "Buy Down"
Sell all National and Partners Promotions
Sell September/October $.50 off 2 Pack Program

Results:
Implemented introduction of SIGNATURE In all stores
DORAL "Buy Down" sold/implemented
All National and Partners Promotions sold/implemented
Sold September/October $.50 off 2 Pack Program

4th Qtr 96
Action Plan:
Implement installation of SIGNATURE Permanent Display in all contracted locations
Sell DORAL $2 Off Invoice Program for November/December
Sell December Marlboro Defense Program
Sell/implement Direct Mail Program
Create separate Division Reporting on SIS/AIM for all Hess Divisions
Results:
Implemented installation of SIGNATURE Permanent Display in all contracted locations
Sold/implemented DORAL $2 Off Invoice Program for November/December
Sold/implemented December Marlboro Defense Program
Sold/implemented Direct Mail Program in selected markets.
Created separate Division Reporting on SIS/AIM for all Hess Divisions

51851 2774

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: HESS MART INC.
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1996/10/01 - 1996/12/31 ELAPSED DAYS: 92
1ST.PERIOD DATES: / / - / / ELAPSED DAYS: 0

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
(3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
(5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER RIDE TIER	OVER RIDE SEG	BRAND DESCRIPTION

OVER RIDE	TIER DESCRIPTION
1	FULL PRICE
2	BRANDED SAVINGS
3	PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CLASS:

SALES LEVEL:
CHAIN: 035303XX
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

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REPORT MESSAGES:

51851 2775

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 149 NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS			2		2		0/100	
R.J. REYNOLDS			78948	19.23%	78948	19.23	0/100	
PHILIP MORRIS			251692	61.30%	251692	61.30	0/100	
LORILLARD			47309	11.52%	47309	11.52	0/100	
LIGGETT & MYERS			1234	0.30%	1234	0.30	0/100	
B.A.T.			31356	7.63%	31356	7.63	0/100	
-INDUSTRY FULL PRICE			410541	76.96%	410541		0/100	
BRANDED SAVINGS								
R.J. REYNOLDS			27842	32.33%	27842	32.33	0/100	
PHILIP MORRIS			30734	35.69%	30734	35.69	0/100	
LORILLARD			2473	2.87%	2473	2.87	0/100	
LIGGETT & MYERS			432	0.50%	432	0.50	0/100	
B.A.T.			24625	28.59%	24625	28.59	0/100	
-INDUSTRY BRANDED SAVINGS			86107	16.14%	86107		0/100	
PL/BLK & WHT								
OTHER MISC MANUFTURS			960	2.60%	960	2.60	0/100	
R.J. REYNOLDS			35874	97.40%	35874	97.40	0/100	
LIGGETT & MYERS			-5	0.01%	-5	-0.01	0/100	
-INDUSTRY PL/BLK & WHT			36829	6.90%	36829		0/100	
- INDUSTRY- SAVINGS			122936	23.04%	122936		0/100	
-INDUSTRY- TOTAL			533477	100.00%	533477		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			962	0.18%	962	0.18	0/100	
R.J. REYNOLDS			142664	26.74%	142664	26.74	0/100	
PHILIP MORRIS			282426	52.94%	282426	52.94	0/100	
LORILLARD			49782	9.33%	49782	9.33	0/100	
LIGGETT & MYERS			1661	0.31%	1661	0.31	0/100	
B.A.T.			55981	10.49%	55981	10.49	0/100	
-COMBINED- INDUSTRY			533477	100.00%	533477		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2776

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAMS30B5 2 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 01/27/97 18:31
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 149 NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT ST MORITZ			2		2			
TOTAL OTH FULL PRICE			2		2			
TOT MISC UNKNO			960	0.18%	960	0.18		
TOTAL OTH PL/BLK & WHT			960	0.18%	960	0.18		
TOTAL OTHER MISC MANUFTURS			962	0.18%	962	0.18		
TOT CAMEL REG			2741	0.51%	2741	0.51		
TOT CAMEL XREG			21194	3.97%	21194	3.97		
TOT CAMEL			23935	4.48%	23935	4.48		
TOT MORE			1545	0.29%	1545	0.29		
TOT NOW			2146	0.40%	2146	0.40		
TOT SALEM			17728	3.32%	17728	3.32		
TOT VANTAGE			5348	1.00%	5348	1.00		
TOT WINSTON SELECT			2945	0.55%	2945	0.55		
TOT WINSTON XSEL			25300	4.74%	25300	4.74		
TOT WINSTON			28245	5.29%	28245	5.29		
TOTAL RJR FULL PRICE			78948	14.80%	78948	14.80		
TOT MONARCH			3298	0.62%	3298	0.62		
TOT DORAL			23564	4.42%	23564	4.42		
TOT MAGNA			601	0.11%	601	0.11		
TOT CENTURY			202	0.04%	202	0.04		
TOT STERLING			176	0.03%	176	0.03		
TOTAL RJR BRANDED SAVINGS			27842	5.22%	27842	5.22		
TOT SIGNATURE			35763	6.70%	35763	6.70		
TOT PRICE MASTER			112	0.02%	112	0.02		
TOTAL RJR PL/BLK & WHT			35874	6.72%	35874	6.72		
TOTAL R.J. REYNOLDS			142664	26.74%	142664	26.74		
TOT BENSON & HEDGE			12159	2.28%	12159	2.28		
TOT BEN & HED MULT			10		10			
TOT MERIT			15224	2.85%	15224	2.85		
TOT MARLBORO			204698	38.37%	204698	38.37		
TOT PARLIAMENT			6879	1.29%	6879	1.29		
TOT COMMANDER			3		3			
TOT SARATOGA			353	0.07%	353	0.07		
TOT VIRGINIA SLIMS			12298	2.31%	12298	2.31		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2777

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 149 NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

PL/BLK & WHT	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT PLAYERS (20)			68	0.01%	68	0.01		
TOTAL PM FULL PRICE			251692	47.18%	251692	47.18		
TOT ALPINE (G)			1570	0.29%	1570	0.29		
TOT BRISTOL			113	0.02%	113	0.02		
TOT BUCKS			137	0.03%	137	0.03		
TOT BASIC			25497	4.78%	25497	4.78		
TOT CAMBRIDGE			3418	0.64%	3418	0.64		
TOTAL PM BRANDED SAVINGS			30734	5.76%	30734	5.76		
TOTAL PHILIP MORRIS			282426	52.94%	282426	52.94		
TOT HARLEY DAVSN			4		4			
TOT KENT			3678	0.69%	3678	0.69		
TOT MAX			115	0.02%	115	0.02		
TOT NEWPORT			40077	7.51%	40077	7.51		
TOT STYLE			109	0.02%	109	0.02		
TOT TRUE			3327	0.62%	3327	0.62		
TOTAL LOR FULL PRICE			47309	8.87%	47309	8.87		
TOT OLD GOLD (G)			2473	0.46%	2473	0.46		
TOTAL LOR BRANDED SAVINGS			2473	0.46%	2473	0.46		
TOTAL LORILLARD			49782	9.33%	49782	9.33		
TOT CHESTERFIELD			111	0.02%	111	0.02		
TOT EVE			538	0.10%	538	0.10		
TOT L&M			223	0.04%	223	0.04		
TOT LARK			361	0.07%	361	0.07		
TOTAL L&M FULL PRICE			1234	0.23%	1234	0.23		
TOT PYRAMID			432	0.08%	432	0.08		
TOTAL L&M BRANDED SAVINGS			432	0.08%	432	0.08		
TOT TOURNEY			-5		-5			
TOTAL L&M PL/BLK & WHT			-5		-5			
TOTAL LIGGETT & MYERS			1661	0.31%	1661	0.31		
TOT CARLTON			6141	1.15%	6141	1.15		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2778

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 149 NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

PL/BLK & WHT	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT PALL MALL			4205	0.79%	4205	0.79		
TOT TAREYTON			2019	0.38%	2019	0.38		
TOT BELAIR			497	0.09%	497	0.09		
TOT CAPRI TRIM			3181	0.60%	3181	0.60		
TOT KOOL			13012	2.44%	13012	2.44		
TOT LUCKY STRIKE			1274	0.24%	1274	0.24		
TOT RALEIGH			305	0.06%	305	0.06		
TOT BARCLAY			721	0.14%	721	0.14		
TOTAL B&W FULL PRICE			31356	5.88%	31356	5.88		
TOT MISTY			4892	0.92%	4892	0.92		
TOT MONTCLAIR			1248	0.23%	1248	0.23		
TOT AMERICAN			1		1			
TOT GPC			15501	2.91%	15501	2.91		
TOT RALEIGH EX			226	0.04%	226	0.04		
TOT RICHLAND(20)			11		11			
TOT VICEROY (G)			2747	0.51%	2747	0.51		
TOTAL B&W BRANDED SAVINGS			24625	4.62%	24625	4.62		
TOTAL B.A.T.			55981	10.49%	55981	10.49		
-INDUSTRY- TOTAL			533477	100.00%	533477		0/100	

COMBINED TOTALS(ALL BRANDS)

OTHER MISC MANUFTURS			962	0.18%	962	0.18	0/100	
R.J. REYNOLDS			142664	26.74%	142664	26.74	0/100	
PHILIP MORRIS			282426	52.94%	282426	52.94	0/100	
LORILLARD			49782	9.33%	49782	9.33	0/100	
LIGGETT & MYERS			1661	0.31%	1661	0.31	0/100	
B.A.T.			55981	10.49%	55981	10.49	0/100	
-COMBINED- INDUSTRY			533477	100.00%	533477		0/100	

51851 2779

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT ACCOUNT INFORMATION MANAGEMENT
SHARE OF PROMOTION BY COMPANY
CARTON EQUIVALENT SUMMARY

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++
PRD 1: PRD 2: 149

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

	CTNS	SHARE	CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
R.J. REYNOLDS			6956	43.91%	6956	43.91
PHILIP MORRIS			7723	48.75%	7723	48.75
B.A.T.			1161	7.32%	1161	7.32
-INDUSTRY FULL PRICE			15840	79.79%	15840	
BRANDED SAVINGS						
R.J. REYNOLDS			1444	47.31%	1444	47.31
PHILIP MORRIS			1029	33.71%	1029	33.71
B.A.T.			579	18.97%	579	18.97
-INDUSTRY BRANDED SAVINGS			3052	15.37%	3052	
PL/BLK & WHT						
OTHER MISC MANUFTURS			960	100.00%	960	100.00
-INDUSTRY PL/BLK & WHT			960	4.83%	960	
-INDUSTRY- TOTAL			19852	100.00%	19852	
COMBINED TOTALS						
R.J. REYNOLDS			8400	42.31	8400	42.31
PHILIP MORRIS			8752	44.08	8752	44.08
B.A.T.			1740	8.76	1740	8.76
OTHER MISC MANUFTURS			960	4.83	960	4.83
-COMBINED- INDUSTRY			19852	100.00%	19852	

51851 2780

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 149 NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100	D	9999999999			1		1
KOOL M 100	F	9999999999			107		107
KOOL M 100	U	9999999999			38		38
KOOL M 100 BX	F	9999999999			92		92
KOOL M 85 BX	D	9999999999			1		1
KOOL M 85 BX	F	9999999999			211		211
KOOL M 85 BX	U	9999999999			76		76
KOOL M 85 SP	D	9999999999			1		1
KOOL M 85 SP	F	9999999999			321		321
KOOL M 85 SP	U	9999999999			76		76
KOOL MILDS M 85 BX	F	9999999999			92		92
KOOL MILDS M 85 SP	D	9999999999			1		1
KOOL MILDS M 85 SP	F	9999999999			107		107
KOOL MILDS M 85 SP	U	9999999999			38		38
TOTAL KOOL					1162	8.20%	1162
TOTAL B&W FULL PRICE					1162	3.57%	1162
MISTY SL LT M100B	F	9999999999			138		138
MISTY SL LT 100BX	F	9999999999			138		138
MISTY SLM FF 100 B	F	9999999999			303		303
TOTAL MISTY					579	10.58%	579
TOTAL B&W BRANDED SAVINGS					579	2.30%	579
TOTAL B.A.T.					1741	3.02%	1741
MARL L M 100BX	F	9999999999			91		91
MARL L M 85 BX	F	9999999999			208		208
MARL LT 100 BX	F	9999999999			1156		1156
MARL MED F85BX	F	9999999999			590		590
MARLBORO F 85 BX	F	9999999999			3042		3042
MARLBORO LT85 BX	F	9999999999			1716		1716
MARLBORO M 85 BX	F	9999999999			59		59
MARLBORO M 85 SP	F	9999999999			45		45
TOTAL MARLBORO					6907	3.26%	6907
PARLIAMENT LM KG B	D	9999999999			216		216
PARLIAMENT LM KG B	F	9999999999			6		6
PARLIAMENT L85B	D	9999999999			324		324
TOTAL PARLIAMENT					546	7.35%	546

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2781

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 149 NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
V SLIMS F 100	F	9999999999			45		45
V SLIMS LM100 BX	F	9999999999			90		90
V SLIMS LT100 BX	F	9999999999			90		90
V SLIMS M 100	F	9999999999			45		45
TOTAL VIRGINIA SLIMS					270	2.15%	270
TOTAL PM FULL PRICE					7723	2.98%	7723
ALPINE LT M 100	F	9999999999			4		4
ALPINE LT M 85	F	9999999999			4		4
ALPINE M 100	F	9999999999			4		4
ALPINE M 85	F	9999999999			4		4
TOTAL ALPINE (G)					16	1.01%	16
BASIC FF KG BX	F	9999999999			235		235
BASIC FF 100	F	9999999999			285		285
BASIC FF 85	F	9999999999			150		150
BASIC LT 100	F	9999999999			228		228
BASIC LT 85	F	9999999999			115		115
TOTAL BASIC					1013	3.82%	1013
TOTAL PM BRANDED SAVINGS					1029	3.24%	1029
TOTAL PHILIP MORRIS					8752	3.01%	8752
CAMEL F 85 HP	D	9999999999			118		118
CAMEL F 85 HP	F	9999999999			468		468
CAMEL F 85 HP	P	9999999999			194		194
CAMEL F 85 SP	D	9999999999			118		118
CAMEL F 85 SP	F	9999999999			322		322
CAMEL F 85 SP	P	9999999999			194		194
CAMEL LT F 85 HP	D	9999999999			118		118
CAMEL LT F 85 HP	F	9999999999			468		468
CAMEL LT F 85 HP	P	9999999999			194		194
CAMEL LT F 85 SP	D	9999999999			118		118
CAMEL LT F 85 SP	F	9999999999			322		322
CAMEL LT F 85 SP	P	9999999999			194		194
CAMEL M LT83 BX	F	9999999999			425		425
CAMEL M 83 BX	D	9999999999			118		118
CAMEL M 83 BX	F	9999999999			441		441
CAMEL SPL LT 85	F	9999999999			125		125
CAMEL SPL LT 85 BX	F	9999999999			125		125
TOTAL CAMEL XREG					4062	16.08%	4062

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2782

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ PRD 1: PRD 2: 149		ITEM NO.	VOLUME	PROM %	++ P E R I O D 1 ++ NO.DATA. - NO.DATA. VOLUME	++ P E R I O D 2 ++ 10/01/96 - 12/31/96 PROM %	+/- VOLUME
TOTAL CAMEL					4062	16.08%	4062
SALEM LT M 100 SP	F	9999999999			10		10
SALEM LT M 85	F	9999999999			10		10
SALEM M 100	F	9999999999			10		10
SALEM M 85 SP	F	9999999999			10		10
TOTAL SALEM					40	0.23%	40
WINSTON F 85 BX	D	9999999999			406		406
WINSTON F 85 SP	D	9999999999			432		432
WINSTON F 85 SP	F	9999999999			1354		1354
WINSTON L F 100 B	D	9999999999			118		118
WINSTON L F 100 S	D	9999999999			144		144
WINSTON LT F 85 BX	D	9999999999			118		118
WINSTON LT F 85 SP	D	9999999999			288		288
TOTAL WINSTON XSEL					2860	10.16%	2860
TOTAL WINSTON					2860	10.16%	2860
TOTAL RJR FULL PRICE					6962	8.10%	6962
DORAL F 100	F	9999999999			397		397
DORAL F 85 SP	F	9999999999			347		347
DORAL LT F 100	F	9999999999			305		305
DORAL LT F 85	F	9999999999			397		397
TOTAL DORAL					1446	5.78%	1446
TOTAL RJR BRANDED SAVINGS					1446	4.94%	1446
TOTAL R.J. REYNOLDS					8408	5.57%	8408

* FOLLOWING NOT INCLUDED IN PROMOTION SUMMARY *

UNIDENTIFIED STYLS	D	9999999999			960		960
TOTAL *BRAND UNDEFINED					960		960
TOTAL 16 PL/BLK & WHT					960	50.00%	960
TOTAL 16					960	49.95%	960

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2783

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART INC.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 149 NO.DATA. - NO.DATA. 10/01/96 - 12/31/96

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
* FOLLOWING NOT INCLUDED IN PROMOTION SUMMARY *						
TOTAL INDUSTRY				19861	3.59%	19861

51851 2784

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: HESS MART
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1997/01/01 - 1997/12/31 ELAPSED DAYS: 365
1ST.PERIOD DATES: / / - / / ELAPSED DAYS: 0

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
X (3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
X (5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER RIDE TIER	OVER RIDE SEG	BRAND DESCRIPTION	OVER RIDE	TIER DESCRIPTION
			1	FULL PRICE
			2	BRANDED SAVINGS
			3	PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CLASS:

SALES LEVEL:
CHAIN: 035303XX
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

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*** Distribution of printed reports from AIM is prohibited unless ***
*** authorization is obtained from R.J. Reynolds Tobacco Company. ***
****

REPORT MESSAGES:

51851 2785

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ PRD 1: PRD 2: 168	++ P E R I O D 1 ++ NO.DATA.		++ P E R I O D 2 ++ NO.DATA. 01/01/97 - 12/31/97				PER 2	PER 1
FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PK/CT RATIO	PK/CT RATIO
OTHER MISC MANUFTURS			5		5		0/100	
R.J. REYNOLDS			347310	18.70%	347310	18.70	0/100	
PHILIP MORRIS			1144568	61.64%	1144568	61.64	0/100	
LORILLARD			227299	12.24%	227299	12.24	0/100	
LIGGETT & MYERS			4900	0.26%	4900	0.26	0/100	
B.A.T.			132623	7.14%	132623	7.14	0/100	
-INDUSTRY FULL PRICE			1856705	76.22%	1856705		0/100	
BRANDED SAVINGS								
OTHER MISC MANUFTURS			5916	1.56%	5916	1.56	0/100	
R.J. REYNOLDS			132294	35.03%	132294	35.03	0/100	
PHILIP MORRIS			129475	34.28%	129475	34.28	0/100	
LORILLARD			12300	3.25%	12300	3.25	0/100	
LIGGETT & MYERS			870	0.23%	870	0.23	0/100	
B.A.T.			96791	25.63%	96791	25.63	0/100	
-INDUSTRY BRANDED SAVINGS			377647	15.50%	377647		0/100	
PL/BLK & WHT								
OTHER MISC MANUFTURS			6080	3.01%	6080	3.01	0/100	
R.J. REYNOLDS			195575	97.06%	195575	97.06	0/100	
PHILIP MORRIS			-2		-2		0/100	
LIGGETT & MYERS			-167	0.08%	-167	-0.08	0/100	
B.A.T.			13		13		0/100	
-INDUSTRY PL/BLK & WHT			201499	8.27%	201499		0/100	
- INDUSTRY- SAVINGS			579146	23.77%	579146		0/100	
-INDUSTRY- TOTAL			2435850	100.00%	2435850		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			12001	0.49%	12001	0.49	0/100	
R.J. REYNOLDS			675179	27.71%	675179	27.71	0/100	
PHILIP MORRIS			1274041	52.30%	1274041	52.30	0/100	
LORILLARD			239599	9.83%	239599	9.83	0/100	
LIGGETT & MYERS			5603	0.23%	5603	0.23	0/100	
B.A.T.			229427	9.41%	229427	9.41	0/100	
-COMBINED- INDUSTRY			2435850	100.00%	2435850		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2786

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT ST MORITZ			1		1			
TOT DUNHILL			4		4			
TOTAL OTH FULL PRICE			5		5			
TOT MONTCLAIR(G)			5916	0.24%	5916	0.24		
TOTAL OTH BRANDED SAVINGS			5916	0.24%	5916	0.24		
TOT COMMONWEALTH			5		5			
TOT WAVE			66		66			
TOT CHECKERS			6009	0.25%	6009	0.25		
TOTAL OTH PL/BLK & WHT			6080	0.25%	6080	0.25		
TOTAL OTHER MISC MANUFTURS			12001	0.49%	12001	0.49		
TOT CAMEL REG			12794	0.53%	12794	0.53		
TOT CAMEL XREG			98037	4.02%	98037	4.02		
TOT CAMEL			110831	4.55%	110831	4.55		
TOT MORE			6714	0.28%	6714	0.28		
TOT NOW			8363	0.34%	8363	0.34		
TOT SALEM			73220	3.01%	73220	3.01		
TOT VANTAGE			20907	0.86%	20907	0.86		
TOT WINSTON SELECT			9504	0.39%	9504	0.39		
TOT WINSTON XSEL			117771	4.83%	117771	4.83		
TOT WINSTON			127275	5.22%	127275	5.22		
TOTAL RJR FULL PRICE			347310	14.26%	347310	14.26		
TOT MONARCH			13139	0.54%	13139	0.54		
TOT DORAL			115748	4.75%	115748	4.75		
TOT MAGNA			2315	0.10%	2315	0.10		
TOT CENTURY			578	0.02%	578	0.02		
TOT STERLING			514	0.02%	514	0.02		
TOTAL RJR BRANDED SAVINGS			132294	5.43%	132294	5.43		
TOT SIGNATURE			195311	8.02%	195311	8.02		
TOT PRICE MASTER			243	0.01%	243	0.01		
TOT WORTH			21		21			
TOTAL RJR PL/BLK & WHT			195575	8.03%	195575	8.03		
TOTAL R.J. REYNOLDS			675179	27.72%	675179	27.72		
TOT BENSON & HEDGE			48121	1.98%	48121	1.98		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2787

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PL/BLK & WHT	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT BEN & HED MULT			91		91			
TOT MERIT			65093	2.67%	65093	2.67		
TOT MARLBORO			945810	38.83%	945810	38.83		
TOT PARLIAMENT			33128	1.36%	33128	1.36		
TOT COMMANDER			12		12			
TOT SARATOGA			1525	0.06%	1525	0.06		
TOT VIRGINIA SLIMS			50585	2.08%	50585	2.08		
TOT PLAYERS (20)			202	0.01%	202	0.01		
TOTAL PM FULL PRICE			1144568	46.99%	1144568	46.99		
TOT ALPINE (G)			5544	0.23%	5544	0.23		
TOT BRISTOL			375	0.02%	375	0.02		
TOT BUCKS			462	0.02%	462	0.02		
TOT BASIC			109630	4.50%	109630	4.50		
TOT CAMBRIDGE			13464	0.55%	13464	0.55		
TOTAL PM BRANDED SAVINGS			129475	5.32%	129475	5.32		
TOT EAGLE GENCO			-2		-2			
TOTAL PM PL/BLK & WHT			-2		-2			
TOTAL PHILIP MORRIS			1274041	52.30%	1274041	52.30		
TOT KENT			14930	0.61%	14930	0.61		
TOT MAX			414	0.02%	414	0.02		
TOT NEWPORT			198584	8.15%	198584	8.15		
TOT STYLE			28		28			
TOT TRUE			13343	0.55%	13343	0.55		
TOTAL LOR FULL PRICE			227299	9.33%	227299	9.33		
TOT OLD GOLD (G)			12183	0.50%	12183	0.50		
TOT STYLE (G)			113		113			
TOT MAVERICK SPECI			4		4			
TOTAL LOR BRANDED SAVINGS			12300	0.50%	12300	0.50		
TOTAL LORILLARD			239599	9.84%	239599	9.84		
TOT CHESTERFIELD			502	0.02%	502	0.02		
TOT EVE			1914	0.08%	1914	0.08		
TOT L&M			979	0.04%	979	0.04		
TOT LARK			1505	0.06%	1505	0.06		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2788

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOTAL L&M FULL PRICE			4900	0.20%	4900	0.20		
TOT PYRAMID			870	0.04%	870	0.04		
TOTAL L&M BRANDED SAVINGS			870	0.04%	870	0.04		
TOT TOURNEY			-167	0.01%	-167	-0.01		
TOTAL L&M PL/BLK & WHT			-167	0.01%	-167	-0.01		
TOTAL LIGGETT & MYERS			5603	0.23%	5603	0.23		
TOT CARLTON			26038	1.07%	26038	1.07		
TOT PALL MALL			17048	0.70%	17048	0.70		
TOT TAREYTON			8143	0.33%	8143	0.33		
TOT BELAIR			2031	0.08%	2031	0.08		
TOT CAPRI TRIM			13472	0.55%	13472	0.55		
TOT KOOL			56567	2.32%	56567	2.32		
TOT LUCKY STRIKE			5032	0.21%	5032	0.21		
TOT RALEIGH			1336	0.05%	1336	0.05		
TOT BARCLAY			2955	0.12%	2955	0.12		
TOTAL B&W FULL PRICE			132623	5.44%	132623	5.44		
TOT MISTY			20912	0.86%	20912	0.86		
TOT GPC APR			64254	2.64%	64254	2.64		
TOT RALEIGH EX			545	0.02%	545	0.02		
TOT RICHLAND(20)			1		1			
TOT VICEROY (G)			11079	0.45%	11079	0.45		
TOTAL B&W BRANDED SAVINGS			96791	3.97%	96791	3.97		
TOT PRIME			13		13			
TOTAL B&W PL/BLK & WHT			13		13			
TOTAL B.A.T.			229427	9.42%	229427	9.42		
-INDUSTRY- TOTAL			2435850	100.00%	2435850		0/100	

COMBINED TOTALS(ALL BRANDS)

OTHER MISC MANUFTURS			12001	0.49%	12001	0.49	0/100	
R.J. REYNOLDS			675179	27.71%	675179	27.71	0/100	
PHILIP MORRIS			1274041	52.30%	1274041	52.30	0/100	

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CAM53085 1

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

PAGE: 1
01/19/98 08:13

BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 1: PRD 2: 168

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

COMPANY TOTALS(ALL BRANDS)	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
LORILLARD			239599	9.83%	239599	9.83	0/100	
LIGGETT & MYERS			5603	0.23%	5603	0.23	0/100	
B.A.T.			229427	9.41%	229427	9.41	0/100	
-COMBINED- INDUSTRY			2435850	100.00%	2435850		0/100	

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BY CHAIN: HESS MART OTHER MISC MANUFTURS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
ST MORITZ M 100	1376001142			1		1	
TOT ST MORITZ				1		1	
DUNHILL INTNL BX	1376000111			1		1	
DUNHILL MENTHOL BX	1376000112			1		1	
DUNHILL M MLD BX	1376000114			1		1	
DUNHILL LT 85 BX	1376000118			1		1	
TOT DUNHILL				4		4	
MONTCLAIR FF M 100	2040005579			42		42	
MONTCLAIR ULT 85	2040005588			202	0.01%	202	
MONTCLAIR F 85 BX	4330005008			60		60	
MONTCLAIR LT 85BX	4330005308			31		31	
MONTCLAIR F 85	4330005408			443	0.02%	443	
MONTCLAIR LF 85	4330005418			605	0.02%	605	
MONTCLAIR LM 85	4330005428			258	0.01%	258	
MONTCLAIR F 100	4330005558			1132	0.05%	1132	
MONTCLAIR LF100	4330005568			1598	0.07%	1598	
MONTCLAIR LM100	4330005578			668	0.03%	668	
MONTCLAIR UF100	4330005598			876	0.04%	876	
TOT MONTCLAIR(G)				5915	0.24%	5915	
CMNWEALTH LT M 100	9050000189			2		2	
CMNWEALTH ULT 100	9050000191			2		2	
CMNWEALTH LT 100	9050000192			2		2	
CMNWEALTH F 100	9050000193			-4		-4	
CMNWEALTH L M 85	9050000195			2		2	
CMNWEALTH M 85	9050000196			2		2	
CMNWEALTH LT 85	9050000198			2		2	
CMNWEALTH FF 85	9050000199			-3		-3	
TOT COMMONWEALTH				5		5	
WAVE ALL STYLES	7770406013			66		66	
TOT WAVE				66		66	
CHECKERS FF 85	6732151215			1019	0.04%	1019	
CHECKERS FF KG BX	6732151417			15		15	
CHECKERS LT 85	6732152215			287	0.01%	287	
CHECKERS LT KG BX	6732152417			2		2	
CHECKERS ULT 85	6732153215			71		71	
CHECKERS ULT 100 B	6732153316			440	0.02%	440	
CHECKERS NF KG	6732153418			524	0.02%	524	
CHECKERS FF M 85	6732154215			113		113	
CHECKERS F M 100 B	6732154316			442	0.02%	442	

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BY CHAIN: HESS MART OTHER MISC MANUFTURS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CHECKERS LT M 85	6732155215			117		117	
CHECKERS L M 100 B	6732155316			552	0.02%	552	
CHECKERS 100 BX	6732156316			1732	0.07%	1732	
CHECKERS LT 100 BX	6732157316			695	0.03%	695	
TOT CHECKERS				6009	0.25%	6009	
OTHER MISC MANUFTURS				12000	0.49%	12000	0.49

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51851 2792

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BY CHAIN: HESS MART R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CAMEL NF 70	1230010113			12794	0.53%	12794	
TOT CAMEL REG				12794	0.53%	12794	
CAMEL F 85 HP	C 12300C1DEH			4		4	
CAMEL F 85 SP	C 12300C1D97			4		4	
CAMEL LT F 85 SP	C 12300C1E29			4		4	
CAMEL LT F 85 HP	C 12300C1F13			4		4	
CAMEL M 83 BX	C 12300C35AH			4		4	
CAMEL LT F 85 HP	E 12300E1F13			4		4	
CAMEL M 83 BX	E 12300E35AH			60		60	
CAMEL F 85 HP	I 12300I1DEH			5860	0.24%	5860	
CAMEL F 85 SP	I 12300I1D97			256	0.01%	256	
CAMEL LT F 85 SP	I 12300I1E29			256	0.01%	256	
CAMEL LT F 85 HP	I 12300I1F13			4813	0.20%	4813	
CAMEL M 83 BX	I 12300I35AH			1107	0.05%	1107	
CAMEL M LT83 BX	I 12300I35G9			1077	0.04%	1077	
CAMEL LT F 99 BX	I 12300I4853			1025	0.04%	1025	
CAMEL F 85 HP	P 12300P1DEH			796	0.03%	796	
CAMEL LT F 85 HP	P 12300P1F13			796	0.03%	796	
CAMEL M 83 BX	P 12300P35AH			42		42	
CAMEL M LT83 BX	P 12300P35G9			42		42	
CAMEL F 85 SP	1230010213			7296	0.30%	7296	
CAMEL F 85 HP	1230010313			10831	0.44%	10831	
CAMEL LT F 85 SP	1230010413			9184	0.38%	9184	
CAMEL LT F 100	1230010513			2457	0.10%	2457	
CAMEL LT F 85 HP	1230010713			22958	0.94%	22958	
RED KAMEL FF 83 BX	1230015413			2099	0.09%	2099	
CAMEL F 100 SP	1230016213			70		70	
RED KAMEL LT 83 BX	1230017713			2569	0.11%	2569	
RED KAMEL M 82 BX	1230017813			2		2	
RED KAMEL L M82 B	1230018313			2		2	
CAMEL M 83 BX	1230019313			3723	0.15%	3723	
CAMEL M LT83 BX	1230019413			4324	0.18%	4324	
CAMEL ULT 100 BX	1230021213			333	0.01%	333	
CAMEL U LT F 85 SP	1230021413			868	0.04%	868	
CAMEL U LT F 85 B	1230021513			764	0.03%	764	
CAMEL SPL LT 85	1230066513			915	0.04%	915	
CAMEL SPL LT 85 BX	1230066613			2271	0.09%	2271	
CAMEL SPL LT 100 B	1230066713			1885	0.08%	1885	
CAMEL WIDES F BX	1230070713			5500	0.23%	5500	
CAMEL WIDES LT F B	1230070813			3831	0.16%	3831	
TOT CAMEL XREG				98036	4.02%	98036	
TOT CAMEL				110830	4.55%	110830	

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BY CHAIN: HESS MART R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MORE F 120	1230015513			2407	0.10%	2407	
MORE LT F 100 BX	1230015613			467	0.02%	467	
MORE M 120	1230016013			2495	0.10%	2495	
MORE LT M 100 BX	1230016113			316	0.01%	316	
MORE WHITE L F 120	1230025113			639	0.03%	639	
MORE WHITE L M 120	1230025213			390	0.02%	390	
TOT MORE				6714	0.28%	6714	
NOW F 85 SP	1230013613			1853	0.08%	1853	
NOW M 85 SP	1230013913			753	0.03%	753	
NOW F 100 SP	1230019013			2964	0.12%	2964	
NOW M 100 SP	1230019213			2793	0.11%	2793	
TOT NOW				8363	0.34%	8363	
SALEM LT M 100 SP E	12300E22B3			22		22	
SALEM GOLD M 83 BX	1230010813			17		17	
SALEM M 85 SP	1230012013			14766	0.61%	14766	
SALEM M 100	1230012213			8689	0.36%	8689	
SALEM LT M 85	1230012413			16884	0.69%	16884	
SALEM LT M 100 SP	1230012513			9279	0.38%	9279	
SALEM SL L M 100 B	1230012613			8408	0.35%	8408	
SALEM ULT M 85	1230012813			6901	0.28%	6901	
SALEM ULT M 100	1230012913			7249	0.30%	7249	
SALEM LT M 100 BX	1230017213			958	0.04%	958	
SALEM SLD KSF M B	1230017513			16		16	
SALEM SLD LT KSF M	1230017613			19		19	
SALEM SLD 100 M B	1230024071			13		13	
TOT SALEM				73221	3.01%	73221	
VANTAGE F 85	1230013013			7892	0.32%	7892	
VANTAGE F 100	1230013113			3046	0.13%	3046	
VANTAGE M 85	1230013213			2196	0.09%	2196	
VANTAGE ULT F 85	1230013313			4029	0.17%	4029	
VANTAGE M 100	1230013413			422	0.02%	422	
VANTAGE ULT F 100	1230013513			3119	0.13%	3119	
VANTAGE ULT F 83 B	1230070513			104		104	
VANTAGE UL F 100 B	1230070613			100		100	
TOT VANTAGE				20908	0.86%	20908	
WIN SEL SL L 100BX	1230020166			585	0.02%	585	
WIN SEL LT F 100	1230020277			1044	0.04%	1044	
WIN SEL F 100 BX	1230022186			244	0.01%	244	
WIN SEL FF 100 SP	1230022464			79		79	

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BY CHAIN: HESS MART R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
WIN SEL F 85	1230070913			2445	0.10%	2445	
WIN SEL F 83 BX	1230071013			2283	0.09%	2283	
WIN SEL LT F 85	1230071113			1488	0.06%	1488	
WIN SEL LT F 83 BX	1230071213			1335	0.05%	1335	
TOT WINSTON SELECT				9503	0.39%	9503	
WINSTON F 85 BX C	12300C1GAH			4		4	
WINSTON L F 100 B C	12300C2D21			4		4	
WINSTON LT F 85 BX C	12300C20DF			4		4	
WINSTON F 85 BX E	12300E1GAH			37		37	
WINSTON LT F 85 BX E	12300E20DF			37		37	
WINSTON F 85 SP I	12300I1FHF			222	0.01%	222	
WINSTON F 85 BX I	12300I1GAH			1280	0.05%	1280	
WINSTON LT F 85 SP I	12300I1G57			227	0.01%	227	
WINSTON F 100 I	12300I1H41			454	0.02%	454	
WINSTON LT F 85 BX I	12300I20DF			1280	0.05%	1280	
WINSTON LT F 85 BX J	12300J20DF			24		24	
WINSTON F 85 SP P	12300P1FHF			765	0.03%	765	
WINSTON F 85 BX P	12300P1GAH			417	0.02%	417	
WINSTON LT F 85 SP P	12300P1G57			765	0.03%	765	
WINSTON LT F 85 BX P	12300P20DF			417	0.02%	417	
WINSTON F 85 SP	1230011013			27298	1.12%	27298	
WINSTON LT F 85 SP	1230011113			17258	0.71%	17258	
WINSTON F 85 BX	1230011213			16737	0.69%	16737	
WINSTON L F 100 S	1230011313			9537	0.39%	9537	
WINSTON F 100	1230011413			11932	0.49%	11932	
WINSTON ULT F 85	1230011713			5849	0.24%	5849	
WINSTON ULT F 100	1230011813			4939	0.20%	4939	
WINSTON LT F 85 BX	1230011913			12656	0.52%	12656	
WINSTON L F 100 B	1230015913			4630	0.19%	4630	
WINSTON ULT F 83 B	1230070313			582	0.02%	582	
WINSTON ULT F 100B	1230070413			413	0.02%	413	
TOT WINSTON XSEL				117768	4.83%	117768	
TOT WINSTON				127271	5.22%	127271	
MONARCH FF 85	1230022713			883	0.04%	883	
MONARCH FF 100	1230022813			934	0.04%	934	
MONARCH LT 85	1230022913			1731	0.07%	1731	
MONARCH LT 100	1230023013			2046	0.08%	2046	
MONARCH LT M 100	1230023113			1708	0.07%	1708	
MONARCH FF 83 BX	1230023513			224	0.01%	224	
MONARCH LT 83 BX	1230023613			348	0.01%	348	
MONARCH M 83 BX	1230023713			83		83	

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BY CHAIN: HESS MART R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
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BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MONARCH LT M 83 BX	1230033413			119		119	
MONARCH NF 85	1230033513			81		81	
MONARCH FF M 85	1230033613			476	0.02%	476	
MONARCH FF M 100	1230033713			611	0.03%	611	
MONARCH LT M 85	1230033813			1040	0.04%	1040	
MONARCH ULT F 85	1230033913			1098	0.05%	1098	
MONARCH ULT F 100	1230034013			1757	0.07%	1757	
TOT MONARCH				13139	0.54%	13139	
DORAL LT F 85	E 12300E2ABB			2		2	
DORAL LT F 100	E 12300E2AH3			2		2	
DORAL F 100	E 12300E2B4D			2		2	
DORAL F 85 SP	E 12300E2F4H			2		2	
DORAL LT 83 BX	I 12300IE7AH			118		118	
DORAL 85 B DSCT	I 12300IE757			118		118	
DORAL LT F 85	I 12300I2ABB			232	0.01%	232	
DORAL F 100	I 12300I2B4D			352	0.01%	352	
DORAL FF 100 BX	I 12300I3E2C			156	0.01%	156	
DORAL LT 100 BX	I 12300I3E2F			156	0.01%	156	
DORAL LT 83 BX	J 12300JE7AH			1008	0.04%	1008	
DORAL 85 B DSCT	J 12300JE757			1008	0.04%	1008	
DORAL LT F 85	J 12300J2ABB			444	0.02%	444	
DORAL LT F 100	J 12300J2AH3			1233	0.05%	1233	
DORAL F 100	J 12300J2B4D			1352	0.06%	1352	
DORAL LT M 100	J 12300J2CE9			138	0.01%	138	
DORAL LT M 85	J 12300J2C8H			134	0.01%	134	
DORAL ULT F 100	J 12300J2FA9			876	0.04%	876	
DORAL F 85 SP	J 12300J2F4H			367	0.02%	367	
DORAL FF 100 BX	J 12300J3E2C			876	0.04%	876	
DORAL LT 100 BX	J 12300J3E2F			266	0.01%	266	
DORAL FF M 83 BX	J 12300J4FBE			876	0.04%	876	
DORAL LT F 85	M 12300M2ABB			2		2	
DORAL LT F 100	M 12300M2AH3			2		2	
DORAL F 100	M 12300M2B4D			1		1	
DORAL LT M 100	M 12300M2CE9			2		2	
DORAL LT 83 BX	P 12300PE7AH			231	0.01%	231	
DORAL 85 B DSCT	P 12300PE757			562	0.02%	562	
DORAL LT F 100	P 12300P2AH3			231	0.01%	231	
DORAL F 100	P 12300P2B4D			231	0.01%	231	
DORAL M 85	P 12300P27FB			331	0.01%	331	
DORAL FF 100 BX	P 12300P3E2C			331	0.01%	331	
DORAL M 100	P 12300P34HF			331	0.01%	331	
DORAL LT 83 BX	U 12300UE7AH			59		59	
DORAL 85 B DSCT	U 12300UE757			59		59	

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BY CHAIN: HESS MART R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
DORAL FF 100 BX	U 12300U3E2C			59		59	
DORAL LT 100 BX	U 12300U3E2F			59		59	
DORAL M 85	1230014213			4788	0.20%	4788	
DORAL LT F 85	1230015113			10322	0.42%	10322	
DORAL LT F 100	1230015213			18190	0.75%	18190	
DORAL F 100	1230015313			11075	0.45%	11075	
DORAL LT M 85	1230015713			6497	0.27%	6497	
DORAL LT M 100	1230015813			11680	0.48%	11680	
DORAL F 85 SP	1230016613			7577	0.31%	7577	
DORAL ULT F 100	1230016713			12363	0.51%	12363	
DORAL M 100	1230019113			6596	0.27%	6596	
DORAL FF 100 BX	1230022080			1687	0.07%	1687	
DORAL LT 100 BX	1230022083			2072	0.09%	2072	
DORAL ULT F 85	1230025513			5083	0.21%	5083	
DORAL FF M 83 BX	1230028400			132	0.01%	132	
DORAL 85 B DSCT	1230084013			2432	0.10%	2432	
DORAL LT 83 BX	1230084113			2362	0.10%	2362	
DORAL NF 85	1230084613			684	0.03%	684	
TOT DORAL				115749	4.75%	115749	
MAGNA F 85 SP	1230016813			580	0.02%	580	
MAGNA F 83 BX	1230016913			674	0.03%	674	
MAGNA LT F 85 SP	1230017113			606	0.02%	606	
MAGNA LT F 83 BX	1230025013			455	0.02%	455	
TOT MAGNA				2315	0.10%	2315	
CENTURY L F 85(25)	1230014819			1		1	
CENTURY F 100(25)	1230014919			225	0.01%	225	
CENTURY L F100(25)	1230015019			352	0.01%	352	
TOT CENTURY				578	0.02%	578	
STERLING F 100	1230014113			71		71	
STERLING M 100	1230014313			80		80	
STERLING LT F 100	1230014413			47		47	
STERLING LT M 100	1230014513			87		87	
STERLING ULT 100	1230087213			86		86	
STERL SL LT 100 BX	1230087313			17		17	
STERLING ULT M 100	1230087713			118		118	
STERL SL LT M 100B	1230087813			9		9	
TOT STERLING				515	0.02%	515	
SIGNATURE F 85	1230022952			23030	0.95%	23030	
SIGNATURE F 100	1230022956			44254	1.82%	44254	
SIGNATURE LT F 85	1230022959			14303	0.59%	14303	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2797

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BY CHAIN: HESS MART R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
SIGNATURE LT F 100	1230022962			33644	1.38%	33644	
SIGNATURE ULT 85	1230022965			5754	0.24%	5754	
SIGNATURE ULT 100	1230022968			22160	0.91%	22160	
SIGNATURE LT M 85	1230022971			6732	0.28%	6732	
SIGNATURE LT M 100	1230022974			22572	0.93%	22572	
SIGNATURE M 85	1230022977			7612	0.31%	7612	
SIGNATURE M 100	1230022980			15250	0.63%	15250	
TOT SIGNATURE				195311	8.02%	195311	
PRICE MASTR LT 100	1230036813			88		88	
PRICE MASTR L M 85	1230036913			36		36	
PRICE MASTR L M100	1230037013			1		1	
PRICE MASTR ULT 85	1230037113			5		5	
PRICE MASTR NF 85	1230039313			41		41	
PRICE MASTR F M100	1230059613			72		72	
TOT PRICE MASTER				243	0.01%	243	
WORTH FF M 100	1230020175			21		21	
TOT WORTH				21		21	
R.J. REYNOLDS				675178	27.72%	675178	27.72

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2798

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
B&H F 100 SP	J 28200J1E1E			818	0.03%	818	
B&H M 100 SP	J 28200J1E39			612	0.03%	612	
B&H LT F 100 SP	J 28200J1E7G			221	0.01%	221	
B&H LT M 100 SP	J 28200J1E88			399	0.02%	399	
B&H DLX UL100B	J 28200J1G4C			219	0.01%	219	
B&H DLX ULM100BX	J 28200J1G54			399	0.02%	399	
B&H M 100 SP	P 28200P1E39			104		104	
B&H LT M 100 SP	P 28200P1E88			52		52	
B&H DLX ULM100BX	P 28200P1G54			52		52	
B&H DLX F 85 BX	2820010070			4		4	
B&H F 100 SP	2820010400			5764	0.24%	5764	
B&H F 100 BX	2820010416			1329	0.05%	1329	
B&H M 100 BX	2820010426			1404	0.06%	1404	
B&H M 100 SP	2820010431			8734	0.36%	8734	
B&H LT F 100 SP	2820010510			4452	0.18%	4452	
B&H LT M 100 SP	2820010520			5863	0.24%	5863	
B&H LT F 100 BX	2820010900			825	0.03%	825	
B&H LT M 100 B-TMP	2820010910			826	0.03%	826	
B&H DLX UL100B	2820011100			8068	0.33%	8068	
B&H DLX ULM100BX	2820011110			7977	0.33%	7977	
TOT BENSON & HEDGE				48122	1.98%	48122	
B&H MULTI F 85	2820010390			91		91	
TOT BEN & HED MULT				91		91	
MERIT ULT 85SP	J 28200J1FHC			708	0.03%	708	
MERIT F 85 SP	J 28200J1F10			36		36	
MERIT F 85 BX	J 28200J1GA4			687	0.03%	687	
MERIT ULT 100	J 28200J1G0E			30		30	
MERIT ULT 85B	J 28200J207A			709	0.03%	709	
MERIT ULT 100B	J 28200J2094			653	0.03%	653	
MERIT ULT 100B	M 28200M2094			10		10	
MERIT ULT 85SP	P 28200P1FHC			3		3	
MERIT F 85 SP	P 28200P1F10			3		3	
MERIT F 85 BX	P 28200P1GA4			144	0.01%	144	
MERIT ULT 85B	P 28200P207A			144	0.01%	144	
MERIT ULT 100B	P 28200P2094			144	0.01%	144	
MERIT F 85 SP	2820010710			6581	0.27%	6581	
MERIT M 85	2820010720			1546	0.06%	1546	
MERIT F 100	2820010760			6708	0.28%	6708	
MERIT M 100	2820010770			1146	0.05%	1146	
MERIT ULT 85SP	2820011010			8441	0.35%	8441	
MERIT ULT M 85	2820011020			3500	0.14%	3500	
MERIT ULT 100	2820011030			6564	0.27%	6564	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2799

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BY CHAIN: HESS MART PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MERIT ULT M100	2820011040			2881	0.12%	2881	
MERIT F 85 BX	2820011200			5783	0.24%	5783	
MERIT ULT 85B	2820011800			9174	0.38%	9174	
MERIT ULT 100B	2820011830			3788	0.16%	3788	
MERIT ULTIMA 85 BX	2820012860			1844	0.08%	1844	
MERIT ULTIMA 85 SP	2820012870			1430	0.06%	1430	
MERIT ULTIMA 100 B	2820012880			985	0.04%	985	
MERIT ULTIMA 100 S	2820012890			1450	0.06%	1450	
TOT MERIT				65092	2.67%	65092	
MARLBORO M 85 SP	J 28200J1D9A			15		15	
MARLBORO M 85 BX	J 28200J1GE2			425	0.02%	425	
MARL L M 100BX	J 28200J1HCA			436	0.02%	436	
MARL LT M 100 SP	J 28200J1HCE			6		6	
MARL LT M 85 SP	J 28200J1HD6			12		12	
MARL L M 85 BX	J 28200J1HE4			860	0.04%	860	
MARLBORO F 85 BX	N 28200N1CG4			17383	0.71%	17383	
MARL LT 100 BX	N 28200N1D82			4036	0.17%	4036	
MARLBORO LT85 BX	N 28200N1EHG			15710	0.64%	15710	
MARLBORO M 85 BX	N 28200N1GE2			3		3	
MARL MED F85BX	N 28200N233A			746	0.03%	746	
MARL MED F85 SP	N 28200N2342			1299	0.05%	1299	
MARLBORO F 85 BX	P 28200P1CG4			2454	0.10%	2454	
MARL LT 100 BX	P 28200P1D82			818	0.03%	818	
MARLBORO M 85 SP	P 28200P1D9A			218	0.01%	218	
MARLBORO LT85 BX	P 28200P1EHG			2454	0.10%	2454	
MARL L M 100BX	P 28200P1HCA			218	0.01%	218	
MARL L M 85 BX	P 28200P1HE4			436	0.02%	436	
MARL MED F85BX	P 28200P233A			818	0.03%	818	
MARLBORO F 85 BX	2820010012			227323	9.33%	227323	
MARLBORO F 85B-5PK	2820010015			42		42	
MARL LT 100 SP	2820010180			26767	1.10%	26767	
MARL LT 100 BX	2820010190			75307	3.09%	75307	
MARLBORO M 85 SP	2820010216			5387	0.22%	5387	
MARLBORO F 85 SP	2820010290			60060	2.47%	60060	
MARLBORO F85 S-5PK	2820010295			48		48	
MARLBORO F 100SP	2820010480			17111	0.70%	17111	
MARLBORO F 100BX	2820010530			50780	2.08%	50780	
MARLBORO LT85 SP	2820010660			67270	2.76%	67270	
MARL LT F 85 S-5PK	2820010665			52		52	
MARLBORO LT85 BX	2820010690			275960	11.33%	275960	
MARL LT F 85 B-5PK	2820010695			77		77	
MARLBORO M 85 BX	2820011270			7527	0.31%	7527	
MARL L M 100BX	2820011566			9573	0.39%	9573	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2800

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BY CHAIN: HESS MART PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MARL LT M 100 SP	2820011570			1027	0.04%	1027	
MARL LT M 85 SP	2820011580			1375	0.06%	1375	
MARL L M 85 BX	2820011596			16917	0.69%	16917	
MARL UL F85 BLU BX	2820011780			2952	0.12%	2952	
MARL UL F100 BLU B	2820011790			1791	0.07%	1791	
MARL MED F85BX	2820012700			28214	1.16%	28214	
MARL MED F 85B-5PK	2820012705			36		36	
MARL MED F85 SP	2820012710			7680	0.32%	7680	
MARL MED F 85S-5PK	2820012715			27		27	
MARL MED F100 BX	2820012740			11397	0.47%	11397	
MARL MED F100 SP	2820012750			2764	0.11%	2764	
MARL L F85(25)	2820013661			1		1	
TOT MARLBORO				945812	38.83%	945812	
PARLIAMENT LM 100B A	28200A24BC			12		12	
PARLIAMENT LM KG B A	28200A24B2			4		4	
PARLIAMENT L85B C	28200C1D06			60		60	
PARLIAMENT LM KG B C	28200C24B2			20		20	
PARLIAMENT LM KG B I	28200I24B2			474	0.02%	474	
PARLIAMENT L85B J	28200J1D06			2061	0.08%	2061	
PARLIAMENT LM KG B J	28200J24B2			441	0.02%	441	
PARLIAMENT L85B P	28200P1D06			48		48	
PARLIAMENT LM KG B P	28200P24B2			16		16	
PARLIAMENT L85SP	2820010040			4845	0.20%	4845	
PARLIAMENT L85B	2820010050			13881	0.57%	13881	
PARLIAMENT LT100	2820010500			9974	0.41%	9974	
PARLIAMENT LM KG B	2820013160			986	0.04%	986	
PARLIAMENT LM 100B	2820013170			306	0.01%	306	
TOT PARLIAMENT				33128	1.36%	33128	
COMMANDER NF 85	2820010090			12		12	
TOT COMMANDER				12		12	
SARATOGA F 120BX	2820010080			1053	0.04%	1053	
SARATOGA M 120BX	2820010130			472	0.02%	472	
TOT SARATOGA				1525	0.06%	1525	
V SLIMS F 100 J	28200J1ECH			871	0.04%	871	
V SLIMS M 100 J	28200J1EEB			681	0.03%	681	
V SLIMS LM100 BX J	28200J1EFC			824	0.03%	824	
V SLIMS LT100 BX J	28200J1EF2			824	0.03%	824	
V SLIMS ULT100BX J	28200J1HE8			143	0.01%	143	
V SLIMS LT120 BX J	28200J1HF0			190	0.01%	190	
V SLIMS UM100 BX J	28200J1HG2			143	0.01%	143	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2801

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
V SLIMS F 100	P 28200P1ECH			189	0.01%	189	
V SLIMS M 100	P 28200P1EEB			189	0.01%	189	
V SLIMS LM100 BX	P 28200P1EFC			189	0.01%	189	
V SLIMS LT100 BX	P 28200P1EF2			189	0.01%	189	
V SLIMS F 100	2820010601			5296	0.22%	5296	
V SLIMS M 100	2820010631			5865	0.24%	5865	
V SLIMS LT100 BX	2820010640			5195	0.21%	5195	
V SLIMS LM100 BX	2820010650			6393	0.26%	6393	
V SLIMS ULT100BX	2820011600			6178	0.25%	6178	
V SLIMS LT120 BX	2820011610			4149	0.17%	4149	
V SLIMS LM120 BX	2820011620			3037	0.12%	3037	
V SLIMS UM100 BX	2820011630			6339	0.26%	6339	
V SLIMS SS UF100B	2820012100			1082	0.04%	1082	
V SLIMS SS UM100B	2820012110			2620	0.11%	2620	
TOT VIRGINIA SLIMS				50586	2.08%	50586	
PLAYERS F 100 BX	2820011170			150	0.01%	150	
PLAYERS M 85 BX	2820011180			52		52	
TOT PLAYERS (20)				202	0.01%	202	
ALPINE M 85	2820010920			960	0.04%	960	
ALPINE M 100	2820010930			1074	0.04%	1074	
ALPINE LT M 85	2820010940			1401	0.06%	1401	
ALPINE LT M 100	2820010950			2109	0.09%	2109	
TOT ALPINE (G)				5544	0.23%	5544	
BRISTOL L F 85	2820012220			63		63	
BRISTOL L F 100	2820012240			-1		-1	
BRISTOL F 85	2820012320			219	0.01%	219	
BRISTOL F 100	2820012330			94		94	
TOT BRISTOL				375	0.02%	375	
BUCKS F 85	2820011220			225	0.01%	225	
BUCKS L F 85	2820011260			237	0.01%	237	
TOT BUCKS				462	0.02%	462	
BASIC LT KG BX	I 28200I2E24			24		24	
BASIC FF 85	J 28200J2E0A			1267	0.05%	1267	
BASIC FF KG BX	J 28200J2E00			681	0.03%	681	
BASIC FF 100	J 28200J2E1C			1477	0.06%	1477	
BASIC LT 85	J 28200J2E2E			1163	0.05%	1163	
BASIC LT KG BX	J 28200J2E24			769	0.03%	769	
BASIC LT 100	J 28200J2E3G			1758	0.07%	1758	
BASIC LT M 85	J 28200J2E36			259	0.01%	259	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2802

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
BASIC LT M 100	J 28200J2E48			255	0.01%	255	
BASIC FF M 100	J 28200J2E7E			257	0.01%	257	
BASIC FF M KG BX	J 28200J2E8G			552	0.02%	552	
BASIC FF 85	M 28200M2E0A			68		68	
BASIC FF KG BX	M 28200M2E00			247	0.01%	247	
BASIC FF 100	M 28200M2E1C			297	0.01%	297	
BASIC LT 85	M 28200M2E2E			68		68	
BASIC LT KG BX	M 28200M2E24			247	0.01%	247	
BASIC LT 100	M 28200M2E3G			297	0.01%	297	
BASIC FF KG BX	2820016200			3525	0.14%	3525	
BASIC FF 85	2820016210			8644	0.35%	8644	
BASIC FF 100	2820016230			12875	0.53%	12875	
BASIC LT KG BX	2820016240			3585	0.15%	3585	
BASIC LT 85	2820016250			10520	0.43%	10520	
BASIC LT M 85	2820016260			7222	0.30%	7222	
BASIC LT 100	2820016270			15452	0.63%	15452	
BASIC LT M 100	2820016280			11080	0.45%	11080	
BASIC U LT 85	2820016290			6339	0.26%	6339	
BASIC U LT 100	2820016310			11003	0.45%	11003	
BASIC NF 85	2820016320			3529	0.14%	3529	
BASIC FF M 85	2820016330			2334	0.10%	2334	
BASIC FF M 100	2820016340			2875	0.12%	2875	
BASIC LT 100 BX	2820016350			1		1	
BASIC FF M KG BX	2820016360			960	0.04%	960	
TOT BASIC				109630	4.50%	109630	
CAMBRIDGE F 100	L 28200L1FA8			15		15	
CAMBRIDGE F 85	L 28200L1F96			5		5	
CAMBRIDGE LT F85	L 28200L1H48			5		5	
CAMBRIDGE LTF100	L 28200L1H5A			15		15	
CAMBRIDGE ULT100	2820010370			1999	0.08%	1999	
CAMBRIDGE F 85	2820010860			1091	0.04%	1091	
CAMBRIDGE F 100	2820010880			1719	0.07%	1719	
CAMBRIDGE LT F85	2820011420			1799	0.07%	1799	
CAMBRIDGE LT M85	2820011430			1063	0.04%	1063	
CAMBRIDGE LTF100	2820011440			2865	0.12%	2865	
CAMBRIDGE LTM100	2820011450			2177	0.09%	2177	
CAMBRIDGE LOW F85	2820012780			484	0.02%	484	
CAMBRIDGE LOW F100	2820012790			226	0.01%	226	
TOT CAMBRIDGE				13463	0.55%	13463	
EAGLE GENCO UL100	4262591008			-2		-2	
TOT EAGLE GENCO				-2		-2	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2803

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: KESS MART PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
PHILIP MORRIS				1274042	52.30%	1274042	52.30

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2804

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART LORILLARD

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+/- CARTONS	+/- SHARE
KENT III UL85 SP	2610000167			2227	0.09%	2227	
KENT III U100 SP	2610000177			2067	0.08%	2067	
KENT F 100	2610000427			2581	0.11%	2581	
KENT F 85 SP	2610000437			3778	0.16%	3778	
KENT GLD LT 100BX	2610000507			2		2	
KENT GLD LT 85SP	2610000517			2331	0.10%	2331	
KENT GLD LT100SP	2610000537			1881	0.08%	1881	
KENT GLD LT M 100	2610000547			63		63	
TOT KENT				14930	0.61%	14930	
MAX F 120	2610000387			357	0.01%	357	
MAX M 120	2610000397			57		57	
TOT MAX				414	0.02%	414	
NEWPORT M 85 BX	2610000307			73805	3.03%	73805	
NEWPORT LM85 SP	2610000337			8970	0.37%	8970	
NEWPORT LM85 BX	2610000347			14406	0.59%	14406	
NEWPORT M 100 SP	2610000357			16717	0.69%	16717	
NEWPORT M 85 SP	2610000367			46845	1.92%	46845	
NEWPORT LM100 SP	2610000377			3349	0.14%	3349	
NEWPORT LM100 BX	2610000637			2898	0.12%	2898	
NEWPORT M 100 BX	2610000647			29217	1.20%	29217	
NEWPORT M85S(25)	2610080204			12		12	
NEWPORT M100S(25)	2610080214			3		3	
NEWPORT SL L M100B	2610080224			362	0.01%	362	
NEWP STRIPE F100B	2610080244			448	0.02%	448	
NEWP STRIPE M100B	2610080254			1553	0.06%	1553	
TOT NEWPORT				198585	8.15%	198585	
STYLE LT 100 BX	2610030550			1		1	
STYLE LT M 100 BX	2610030570			2		2	
STYLE LT M 100 SP	2610030740			20		20	
STYLE LT 100 SP	2610030750			4		4	
STYLE SL LM100BX	2610030770			1		1	
TOT STYLE				28		28	
TRUE M 85	2610000267			2334	0.10%	2334	
TRUE F 85 SP	2610000277			4624	0.19%	4624	
TRUE F 100	2610000287			3213	0.13%	3213	
TRUE M 100	2610000297			2388	0.10%	2388	
TRUE F 100 BX	2610080614			287	0.01%	287	
TRUE F 80 BX	2610080624			496	0.02%	496	
TOT TRUE				13342	0.55%	13342	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2805

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART LORILLARD

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
OLD GOLD L F85	2610080030			1608	0.07%	1608	
OLD GOLD F 85	2610080040			5688	0.23%	5688	
OLD GOLD F 100	2610080050			2504	0.10%	2504	
OLD GOLD L F100	2610080060			769	0.03%	769	
OLD GOLD NF 85	2610080080			8		8	
OLD GOLD LTS M 100	2610080123			79		79	
OLD GOLD UL F100	2610080125			64		64	
OLD GOLD BOX 80	2610080780			1209	0.05%	1209	
OLD GOLD LT BOX 80	2610080790			74		74	
OLD GOLD F 100 BX	2610080850			179	0.01%	179	
TOT OLD GOLD (G)				12182	0.50%	12182	
STYLE LT 100 B G	2610080133			13		13	
STYLE L M 100 B G	2610080134			14		14	
STYLE LT 100 G	2610080135			32		32	
STYLE LT 100 M G	2610080137			46		46	
STYLE SLT 100 B G	2610080138			4		4	
STYLE SL M 100 B G	2610080140			4		4	
TOT STYLE (G)				113		113	
MAVERICK SPCL 85	2610080684			2		2	
MAVERICK SPCL 100	2610080894			2		2	
TOT MAVERICK SPECI				4		4	
LORILLARD				239598	9.84%	239598	9.84

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2806

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART LIGGETT & MYERS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CHESTERFLD NF 70	1100011308			25		25	
CHESTERFLD NF 85	1100011608			477	0.02%	477	
TOT CHESTERFIELD				502	0.02%	502	
EVE ULT F 120 BX	1100012608			274	0.01%	274	
EVE ULT M 120 BX	1100012708			118		118	
EVE LT F 120 BX	1100012808			868	0.04%	868	
EVE LT M 120 BX	1100012908			654	0.03%	654	
TOT EVE				1914	0.08%	1914	
L&M F 85 SP	1100015308			978	0.04%	978	
L&M F 100	1100016008			1		1	
TOT L&M				979	0.04%	979	
LARK F 85	1100014108			752	0.03%	752	
LARK F 100	1100014208			482	0.02%	482	
LARK LT F 85 (2)	1100014308			135	0.01%	135	
LARK LT F 100 (2)	1100014608			135	0.01%	135	
TOT LARK				1504	0.06%	1504	
PYRAMID LT F 85	1100040108			111		111	
PYRAMID LT F 100	1100040208			115		115	
PYRAMID LT M 100	1100040308			133	0.01%	133	
PYRAMID ULT F 100	1100040408			152	0.01%	152	
PYRAMID NF 85	1100040508			112		112	
PYRAMID FF 85	1100048308			147	0.01%	147	
PYRAMID FF 100	1100048408			77		77	
PYRAMID FF M 85	1100049008			13		13	
PYRAMID FF M 100	1100049108			10		10	
TOT PYRAMID				870	0.04%	870	
TOURNEY LT M 100	1100049908			-167	0.01%	-167	
TOT TOURNEY				-167	0.01%	-167	
LIGGETT & MYERS				5602	0.23%	5602	0.23

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2807

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CARLTON M 85 BX	2720002369			1		1	
CARLTON F 85 SP	4330002028			4541	0.19%	4541	
CARLTON M 85	4330002048			1871	0.08%	1871	
CARLTON M 100 BX	4330002058			1615	0.07%	1615	
CARLTON F 100 BX	4330002068			6462	0.27%	6462	
CARLTON F 100 SP	4330002078			5768	0.24%	5768	
CARLTON M 100 SP	4330002088			2678	0.11%	2678	
CARLTON ULT F85 BX	4330002098			458	0.02%	458	
CARLTON F 120	4330002108			1723	0.07%	1723	
CARLTON M 120	4330002208			710	0.03%	710	
CARLTON 1MG F 85 B	4330002908			211	0.01%	211	
TOT CARLTON				26038	1.07%	26038	
PALL MALL NF 85	4330006518			14953	0.61%	14953	
PALL MALL GLD F100	4330006538			1971	0.08%	1971	
PALL MALL RED F 85	4330006618			122	0.01%	122	
PALL MALL RED F100	4330006628			2		2	
TOT PALL MALL				17048	0.70%	17048	
TAREYTON F 85	4330007528			4373	0.18%	4373	
TAREYTON F 100	4330007538			2296	0.09%	2296	
TAREYTON LTS F 100	4330007568			1301	0.05%	1301	
TAREYTON LTS F 85	4330007628			173	0.01%	173	
TOT TAREYTON				8143	0.33%	8143	
BELAIR M 85 (FP)	2720001110			1373	0.06%	1373	
BELAIR M 100 (FP)	2720001115			657	0.03%	657	
TOT BELAIR				2030	0.08%	2030	
CAPRI TRIM F120 BX	2720001116			2614	0.11%	2614	
CAPRI TRIM M120 BX	2720001117			2136	0.09%	2136	
CAPRI TRIM F100 BX	2720001163			3727	0.15%	3727	
CAPRI TRIM M100 BX	2720001164			2733	0.11%	2733	
CAPRI TRIM ULT100	2720003250			1395	0.06%	1395	
CAPRI TRIM UM100	2720003251			867	0.04%	867	
TOT CAPRI TRIM				13472	0.55%	13472	
KOOL MILDS M 85 BX E	27200E038A			2		2	
KOOL MILDS M 85 SP E	27200E038B			16		16	
KOOL MILDS M 100 E	27200E038C			7		7	
KOOL M 85 BX E	27200E0382			6		6	
KOOL M 100 BX E	27200E0383			6		6	
KOOL M 85 SP E	27200E0384			120		120	
KOOL M 100 E	27200E0389			44		44	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2808

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
KOOL MILD M 100 BX G	27200G037G			11		11	
KOOL MILDS M 85 BX G	27200G038A			9		9	
KOOL MILDS M 85 SP G	27200G038B			209	0.01%	209	
KOOL M 85 BX G	27200G0382			340	0.01%	340	
KOOL M 100 BX G	27200G0383			30		30	
KOOL M 85 SP G	27200G0384			418	0.02%	418	
KOOL M 100 G	27200G0389			418	0.02%	418	
KOOL MILDS M 85 BX I	27200I038A			94		94	
KOOL MILDS M 85 SP I	27200I038B			102		102	
KOOL M 85 BX I	27200I0382			291	0.01%	291	
KOOL M 100 BX I	27200I0383			286	0.01%	286	
KOOL M 85 SP I	27200I0384			303	0.01%	303	
KOOL M 100 I	27200I0389			101		101	
KOOL MILD M 100 BX	2720001114			337	0.01%	337	
KOOL M 85 BX	2720001118			8965	0.37%	8965	
KOOL M 100 BX	2720001119			1661	0.07%	1661	
KOOL M 85 SP	2720001120			18249	0.75%	18249	
KOOL M 100	2720001125			6960	0.29%	6960	
KOOL MILDS M 85 BX	2720001126			2701	0.11%	2701	
KOOL MILDS M 85 SP	2720001127			6709	0.28%	6709	
KOOL MILDS M 100	2720001128			1785	0.07%	1785	
KOOL LTS M 85	2720001129			1738	0.07%	1738	
KOOL NF M 70	2720001130			21		21	
KOOL LTS M 100	2720001132			1114	0.05%	1114	
KOOL ULT M 85	2720001135			1964	0.08%	1964	
KOOL ULT M 100	2720001137			1550	0.06%	1550	
TOT KOOL				56567	2.32%	56567	
LUCKY STR NF 70	4330004518			5032	0.21%	5032	
TOT LUCKY STRIKE				5032	0.21%	5032	
RALEIGH F 85	2720001140			940	0.04%	940	
RALEIGH F 100	2720001145			358	0.01%	358	
RALEIGH NF 85	2720001150			34		34	
RALEIGH LTS F 85	2720001152			5		5	
TOT RALEIGH				1337	0.05%	1337	
BARCLAY F 85 BX	2720001111			147	0.01%	147	
BARCLAY F 85 SP(1)	2720001112			1561	0.06%	1561	
BARCLAY F 100(1)	2720001113			1248	0.05%	1248	
TOT BARCLAY				2956	0.12%	2956	
MISTY ULT 100 BX E	20400E0FH2			92		92	
MISTY ULT M 100 BX E	20400E0G4C			92		92	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2809

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BY CHAIN: HESS MART B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MISTY SLM FF 100 B U	20400U0FGA			3		3	
MISTY SLM LT 120 B U	20400U0F9G			3		3	
MISTY SLM F M 100B U	20400U0G42			3		3	
MISTY SLM L M 120B U	20400U0G9C			3		3	
MISTY SLM LT 120 B	2040005038			3165	0.13%	3165	
MISTY SLM FF 100 B	2040005158			696	0.03%	696	
MISTY ULT 100 BX	2040005168			1867	0.08%	1867	
MISTY SLM F M 100B	2040005258			695	0.03%	695	
MISTY ULT M 100 BX	2040005268			2823	0.12%	2823	
MISTY SLM L M 120B	2040005358			3182	0.13%	3182	
MISTY SL LT 100BX E	43300E0FDE			184	0.01%	184	
MISTY SL LT M100B E	43300E0G16			184	0.01%	184	
MISTY SL LT 100BX U	43300U0FDE			3		3	
MISTY SL LT M100B U	43300U0G16			3		3	
MISTY SL LT 100BX	4330005108			3250	0.13%	3250	
MISTY SL LT M100B	4330005208			4663	0.19%	4663	
TOT MISTY				20911	0.86%	20911	
GPC MED FF 85 B	2720002385			475	0.02%	475	
GPC MED FF 100 B	2720002389			508	0.02%	508	
GPC APR LT 85 BX C	75926C0F9B			26		26	
GPC APR FF 100 BX C	75926C0F9D			52		52	
GPC APR LT 100 BX C	75926C0F9F			26		26	
GPC APR FF 85 BX C	75926C0F99			52		52	
GPC APR FF 85 SP U	75926U0F8F			174	0.01%	174	
GPC APR FF 100 SP U	75926U0F8H			174	0.01%	174	
GPC APR LT 85 BX U	75926U0F9B			22		22	
GPC APR FF 100 BX U	75926U0F9D			44		44	
GPC APR LT 100 BX U	75926U0F9F			22		22	
GPC APR FF 85 BX U	75926U0F99			44		44	
GPC APR LT 85 SP	7592600173			4448	0.18%	4448	
GPC APR ULT 85 SP	7592600237			2659	0.11%	2659	
GPC APR LT 100 SP	7592600251			6942	0.28%	6942	
GPC APR LM85 SP	7592600253			2405	0.10%	2405	
GPC APR LM100 SP	7592600255			5586	0.23%	5586	
GPC APR ULT100 SP	7592600257			5892	0.24%	5892	
GPC APR FF 85 SP	7592605019			6690	0.27%	6690	
GPC APR FF 100 SP	7592605021			9323	0.38%	9323	
GPC APR FFM85 SP	7592605025			2117	0.09%	2117	
GPC APR FFM100 SP	7592605027			3292	0.14%	3292	
GPC APR NF 85 SP	7592605028			2534	0.10%	2534	
GPC APR FF 85 BX	7592605031			2973	0.12%	2973	
GPC APR LT 85 BX	7592605033			1641	0.07%	1641	
GPC APR FF 100 BX	7592605035			2781	0.11%	2781	

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BY CHAIN: HESS MART B.A.T.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
GPC APR LT 100 BX	7592605037			1528	0.06%	1528	
GPC APR ULT M 85	7592605047			478	0.02%	478	
GPC APR ULT M 100	7592605049			1348	0.06%	1348	
TOT GPC APR				64256	2.64%	64256	
RALEIGH EX F 85	2720003040			103		103	
RALEIGH EX F 100	2720003041			233	0.01%	233	
RALEIGH EX L F 85	2720003043			18		18	
RALEIGH EX L F 100	2720003044			187	0.01%	187	
RALEIGH EX L M 100	2720003046			2		2	
RALEIGH EX NF 85	2720003047			2		2	
TOT RALEIGH EX				545	0.02%	545	
RICHLAND F 85(20)	2720001191			1		1	
TOT RICHLAND(20)				1		1	
VICEROY F85 BX	2720001171			978	0.04%	978	
VICEROY LF85 BX	2720001172			138	0.01%	138	
VICEROY F85 SP	2720001263			4466	0.18%	4466	
VICEROY F100 SP	2720001264			2866	0.12%	2866	
VICEROY LF85 SP	2720001265			1148	0.05%	1148	
VICEROY LF100 SP	2720001266			1350	0.06%	1350	
VICEROY ULT LT100	2720003134			132	0.01%	132	
TOT VICEROY (G)				11078	0.45%	11078	
PRIME FF 100	2040008308			1		1	
PRIME LT 100	2040008318			-2		-2	
PRIME FF 85	2040008328			18		18	
PRIME LT 85	2040008338			-2		-2	
PRIME ULT 100	2040008408			-1		-1	
PRIME LT M 85	2040008518			-1		-1	
TOT PRIME				13		13	
B.A.T.				229427	9.42%	229427	9.42
-INDUSTRY- TOTAL				2435850	100.00%	2435850	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2811

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CAM530B3 5

RJRT CUSTOMER ACCOUNT MANAGEMENT
BRAND SHARE RANKING - INDUSTRY
CARTON EQUIVALENT
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 2: 168

++ P E R I O D 2 ++
01/01/97 - 12/31/97

*** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
1	MARLBORO LT85 BX		2820010690	275960	11.33%	11.33%	46	9.2	100.0%
2	MARLBORO F 85 BX		2820010012	227323	9.33%	20.66%	38	7.6	100.0%
3	MARL LT 100 BX		2820010190	75307	3.09%	23.75%	13	2.6	100.0%
4	NEWPORT M 85 BX		2610000307	73805	3.03%	26.78%	12	2.4	100.0%
5	MARLBORO LT85 SP		2820010660	67270	2.76%	29.54%	11	2.2	100.0%
6	MARLBORO F 85 SP		2820010290	60060	2.47%	32.01%	10	2.0	100.0%
7	MARLBORO F 100BX		2820010530	50780	2.08%	34.09%	9	1.8	100.0%
8	NEWPORT M 85 SP		2610000367	46845	1.92%	36.01%	8	1.6	100.0%
9	SIGNATURE F 100		1230022956	44254	1.82%	37.83%	7	1.4	96.4%
10	SIGNATURE LT F 100		1230022962	33644	1.38%	39.21%	6	1.2	96.4%
11	NEWPORT M 100 BX		2610000647	29217	1.20%	40.41%	5	1.0	99.4%
12	MARL MED F85BX		2820012700	28214	1.16%	41.57%	5	1.0	99.4%
13	WINSTON F 85 SP		1230011013	27298	1.12%	42.69%	5	1.0	100.0%
14	MARL LT 100 SP		2820010180	26767	1.10%	43.79%	5	1.0	99.4%
15	SIGNATURE F 85		1230022952	23030	0.95%	44.74%	4	0.8	96.4%
16	CAMEL LT F 85 HP		1230010713	22958	0.94%	45.68%	4	0.8	100.0%
17	SIGNATURE LT M 100		1230022974	22572	0.93%	46.61%	4	0.8	97.0%
18	SIGNATURE ULT 100		1230022968	22160	0.91%	47.52%	4	0.8	97.0%
19	KOOL M 85 SP		2720001120	18249	0.75%	48.27%	3	0.6	100.0%
20	DORAL LT F 100		1230015213	18190	0.75%	49.02%	3	0.6	99.4%
21	MARLBORO F 85 BX	N	28200N1CG4	17383	0.71%	49.73%	3	0.6	97.0%
22	WINSTON LT F 85 SP		1230011113	17258	0.71%	50.44%	3	0.6	99.4%
23	MARLBORO F 100SP		2820010480	17111	0.70%	51.14%	3	0.6	99.4%
24	MARL L M 85 BX		2820011596	16917	0.69%	51.83%	3	0.6	100.0%
25	SALEM LT M 85		1230012413	16884	0.69%	52.52%	3	0.6	100.0%
26	WINSTON F 85 BX		1230011213	16737	0.69%	53.21%	3	0.6	98.2%
27	NEWPORT M 100 SP		2610000357	16717	0.69%	53.90%	3	0.6	100.0%
28	MARLBORO LT85 BX	N	28200N1EHG	15710	0.64%	54.54%	3	0.6	97.0%
29	BASIC LT 100		2820016270	15452	0.63%	55.17%	3	0.6	99.4%
30	SIGNATURE M 100		1230022980	15250	0.63%	55.80%	3	0.6	96.4%
31	PALL MALL NF 85		4330006518	14953	0.61%	56.41%	3	0.6	100.0%
32	SALEM M 85 SP		1230012013	14766	0.61%	57.02%	2	0.4	100.0%
33	NEWPORT LM85 BX		2610000347	14406	0.59%	57.61%	2	0.4	85.1%
34	SIGNATURE LT F 85		1230022959	14303	0.59%	58.20%	2	0.4	96.4%
35	PARLIAMENT L85B		2820010050	13881	0.57%	58.77%	2	0.4	69.0%
36	BASIC FF 100		2820016230	12875	0.53%	59.30%	2	0.4	98.2%
37	CAMEL NF 70		1230010113	12794	0.53%	59.83%	2	0.4	98.8%
38	WINSTON LT F 85 BX		1230011913	12656	0.52%	60.35%	2	0.4	99.4%
39	DORAL ULT F 100		1230016713	12363	0.51%	60.86%	2	0.4	97.0%
40	WINSTON F 100		1230011413	11932	0.49%	61.35%	2	0.4	97.6%
41	DORAL LT M 100		1230015813	11680	0.48%	61.83%	2	0.4	97.0%
42	MARL MED F100 BX		2820012740	11397	0.47%	62.30%	2	0.4	99.4%
43	BASIC LT M 100		2820016280	11080	0.45%	62.75%	2	0.4	97.6%
44	DORAL F 100		1230015313	11075	0.45%	63.20%	2	0.4	98.8%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2812

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
45	BASIC U LT 100	2820016310	11003	0.45%	63.65%	2	0.4	98.8%
46	CAMEL F 85 HP	1230010313	10831	0.44%	64.09%	2	0.4	99.4%
47	BASIC LT 85	2820016250	10520	0.43%	64.52%	2	0.4	97.0%
48	DORAL LT F 85	1230015113	10322	0.42%	64.94%	2	0.4	98.8%
49	PARLIAMENT LT100	2820010500	9974	0.41%	65.35%	2	0.4	85.1%
50	MARL L M 100BX	2820011566	9573	0.39%	65.74%	2	0.4	98.2%
51	WINSTON L F 100 S	1230011313	9537	0.39%	66.13%	2	0.4	99.4%
52	GPC APR FF 100 SP	7592605021	9323	0.38%	66.51%	2	0.4	97.0%
53	SALEM LT M 100 SP	1230012513	9279	0.38%	66.89%	2	0.4	100.0%
54	CAMEL LT F 85 SP	1230010413	9184	0.38%	67.27%	2	0.4	99.4%
55	MERIT ULT 85B	2820011800	9174	0.38%	67.65%	2	0.4	61.3%
56	NEWPORT LM85 SP	2610000337	8970	0.37%	68.02%	2	0.4	95.8%
57	KOOL M 85 BX	2720001118	8965	0.37%	68.39%	2	0.4	99.4%
58	B&H M 100 SP	2820010431	8734	0.36%	68.75%	1	0.2	98.2%
59	SALEM M 100	1230012213	8689	0.36%	69.11%	1	0.2	98.8%
60	BASIC FF 85	2820016210	8644	0.35%	69.46%	1	0.2	97.0%
61	MERIT ULT 85SP	2820011010	8441	0.35%	69.81%	1	0.2	97.6%
62	SALEM SL L M 100 B	1230012613	8408	0.35%	70.16%	1	0.2	100.0%
63	B&H DLX UL100B	2820011100	8068	0.33%	70.49%	1	0.2	99.4%
64	B&H DLX ULM100BX	2820011110	7977	0.33%	70.82%	1	0.2	97.6%
65	VANTAGE F 85	1230013013	7892	0.32%	71.14%	1	0.2	100.0%
66	MARL MED F85 SP	2820012710	7680	0.32%	71.46%	1	0.2	95.2%
67	SIGNATURE M 85	1230022977	7612	0.31%	71.77%	1	0.2	96.4%
68	DORAL F 85 SP	1230016613	7577	0.31%	72.08%	1	0.2	99.4%
69	MARLBORO M 85 BX	2820011270	7527	0.31%	72.39%	1	0.2	63.0%
70	CAMEL F 85 SP	1230010213	7296	0.30%	72.69%	1	0.2	99.4%
71	SALEM ULT M 100	1230012913	7249	0.30%	72.99%	1	0.2	98.2%
72	BASIC LT M 85	2820016260	7222	0.30%	73.29%	1	0.2	97.0%
73	KOOL M 100	2720001125	6960	0.29%	73.58%	1	0.2	98.2%
74	GPC APR LT 100 SP	7592600251	6942	0.28%	73.86%	1	0.2	97.6%
75	SALEM ULT M 85	1230012813	6901	0.28%	74.14%	1	0.2	100.0%
76	SIGNATURE LT M 85	1230022971	6732	0.28%	74.42%	1	0.2	94.6%
77	KOOL MILDS M 85 SP	2720001127	6709	0.28%	74.70%	1	0.2	96.4%
78	MERIT F 100	2820010760	6708	0.28%	74.98%	1	0.2	98.8%
79	GPC APR FF 85 SP	7592605019	6690	0.27%	75.25%	1	0.2	97.0%
80	DORAL M 100	1230019113	6596	0.27%	75.52%	1	0.2	95.2%
81	MERIT F 85 SP	2820010710	6581	0.27%	75.79%	1	0.2	98.8%
82	MERIT ULT 100	2820011030	6564	0.27%	76.06%	1	0.2	98.2%
83	DORAL LT M 85	1230015713	6497	0.27%	76.33%	1	0.2	97.0%
84	CARLTON F 100 BX	4330002068	6462	0.27%	76.60%	1	0.2	75.5%
85	V SLIMS LM100 BX	2820010650	6393	0.26%	76.86%	1	0.2	97.6%
86	V SLIMS UM100 BX	2820011630	6339	0.26%	77.12%	1	0.2	96.4%
87	BASIC U LT 85	2820016290	6339	0.26%	77.38%	1	0.2	97.6%
88	V SLIMS ULT100BX	2820011600	6178	0.25%	77.63%	1	0.2	97.6%

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
89	GPC APR ULT100 SP		7592600257	5892	0.24%	77.87%	1	0.2	91.0%
90	V SLIMS M 100		2820010631	5865	0.24%	78.11%	1	0.2	98.8%
91	B&H LT M 100 SP		2820010520	5863	0.24%	78.35%	1	0.2	92.8%
92	CAMEL F 85 HP	I	12300I1DEH	5860	0.24%	78.59%	1	0.2	97.0%
93	WINSTON ULT F 85		1230011713	5849	0.24%	78.83%	1	0.2	98.2%
94	MERIT F 85 BX		2820011200	5783	0.24%	79.07%	1	0.2	76.1%
95	CARLTON F 100 SP		4330002078	5768	0.24%	79.31%	1	0.2	96.4%
96	B&H F 100 SP		2820010400	5764	0.24%	79.55%	1	0.2	98.2%
97	SIGNATURE ULT 85		1230022965	5754	0.24%	79.79%	1	0.2	95.8%
98	OLD GOLD F 85		2610080040	5688	0.23%	80.02%	1	0.2	28.5%
99	GPC APR LM100 SP		7592600255	5586	0.23%	80.25%	1	0.2	94.0%
100	CAMEL WIDES F BX		1230070713	5500	0.23%	80.48%	1	0.2	94.6%
101	MARLBORO M 85 SP		2820010216	5387	0.22%	80.70%	1	0.2	85.7%
102	V SLIMS F 100		2820010601	5296	0.22%	80.92%	1	0.2	100.0%
103	V SLIMS LT100 BX		2820010640	5195	0.21%	81.13%	1	0.2	98.2%
104	DORAL ULT F 85		1230025513	5083	0.21%	81.34%	1	0.2	96.4%
105	LUCKY STR NF 70		4330004518	5032	0.21%	81.55%	1	0.2	82.7%
106	WINSTON ULT F 100		1230011813	4939	0.20%	81.75%	1	0.2	98.8%
107	PARLIAMENT L85SP		2820010040	4845	0.20%	81.95%	1	0.2	82.7%
108	CAMEL LT F 85 HP	I	12300I1P13	4813	0.20%	82.15%	1	0.2	97.0%
109	DORAL M 85		1230014213	4788	0.20%	82.35%	1	0.2	94.0%
110	MISTY SL LT M100B		4330005208	4663	0.19%	82.54%	1	0.2	91.0%
111	WINSTON L F 100 B		1230015913	4630	0.19%	82.73%	1	0.2	90.4%
112	TRUE F 85 SP		2610000277	4624	0.19%	82.92%	1	0.2	92.2%
113	CARLTON F 85 SP		4330002028	4541	0.19%	83.11%	1	0.2	95.8%
114	VICEROY F85 SP		2720001263	4466	0.18%	83.29%	1	0.2	79.7%
115	B&H LT F 100 SP		2820010510	4452	0.18%	83.47%	1	0.2	94.6%
116	GPC APR LT 85 SP		7592600173	4448	0.18%	83.65%	1	0.2	95.8%
117	TAREYTON F 85		4330007528	4373	0.18%	83.83%	1	0.2	83.9%
118	CAMEL M LT83 BX		1230019413	4324	0.18%	84.01%	1	0.2	95.8%
119	V SLIMS LT120 BX		2820011610	4149	0.17%	84.18%	1	0.2	84.5%
120	MARL LT 100 BX	N	28200N1D82	4036	0.17%	84.35%	1	0.2	92.8%
121	VANTAGE ULT F 85		1230013313	4029	0.17%	84.52%	1	0.2	92.2%
122	CAMEL WIDES LT F B		1230070813	3831	0.16%	84.68%	1	0.2	94.0%
123	MERIT ULT 100B		2820011830	3788	0.16%	84.84%	1	0.2	50.5%
124	KENT F 85 SP		2610000437	3778	0.16%	85.00%	1	0.2	96.4%
125	CAPRI TRIM F100 BX		2720001163	3727	0.15%	85.15%	1	0.2	90.4%
126	CAMEL M 83 BX		1230019313	3723	0.15%	85.30%	1	0.2	95.8%
127	BASIC LT KG BX		2820016240	3585	0.15%	85.45%	1	0.2	80.9%
128	BASIC NF 85		2820016320	3529	0.14%	85.59%	1	0.2	80.3%
129	BASIC FF KG BX		2820016200	3525	0.14%	85.73%	1	0.2	81.5%
130	MERIT ULT M 85		2820011020	3500	0.14%	85.87%	1	0.2	79.7%
131	NEWPORT LM100 SP		2610000377	3349	0.14%	86.01%	1	0.2	92.8%
132	GPC APR FFM100 SP		7592605027	3292	0.14%	86.15%	1	0.2	88.6%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
133	MISTY SL LT 100BX	4330005108	3250	0.13%	86.28%	1	0.2	92.2%
134	TRUE F 100	2610000287	3213	0.13%	86.41%	1	0.2	91.0%
135	MISTY SLM L M 120B	2040005358	3182	0.13%	86.54%	1	0.2	88.0%
136	MISTY SLM LT 120 B	2040005038	3165	0.13%	86.67%	1	0.2	86.9%
137	VANTAGE ULT F 100	1230013513	3119	0.13%	86.80%	1	0.2	89.8%
138	VANTAGE F 100	1230013113	3046	0.13%	86.93%	1	0.2	94.6%
139	V SLIMS LM120 BX	2820011620	3037	0.12%	87.05%	1	0.2	83.3%
140	GPC APR FF 85 BX	7592605031	2973	0.12%	87.17%	1	0.2	77.3%
141	NOW F 100 SP	1230019013	2964	0.12%	87.29%			83.9%
142	MARL UL F85 BLU BX	2820011780	2952	0.12%	87.41%			8.3%
143	NEWPORT LM100 BX	2610000637	2898	0.12%	87.53%			47.6%
144	MERIT ULT M100	2820011040	2881	0.12%	87.65%			78.5%
145	BASIC FF M 100	2820016340	2875	0.12%	87.77%			93.4%
146	VICEROY F100 SP	2720001264	2866	0.12%	87.89%			67.2%
147	CAMBRIDGE LTF100	2820011440	2865	0.12%	88.01%			72.6%
148	MISTY ULT M 100 BX	2040005268	2823	0.12%	88.13%			74.4%
149	NOW M 100 SP	1230019213	2793	0.11%	88.24%			73.8%
150	GPC APR FF 100 BX	7592605035	2781	0.11%	88.35%			77.9%
151	MARL MED F100 SP	2820012750	2764	0.11%	88.46%			82.1%
152	CAPRI TRIM M100 BX	2720001164	2733	0.11%	88.57%			88.6%
153	KOOL MILDS M 85 BX	2720001126	2701	0.11%	88.68%			89.2%
154	CARLTON M 100 SP	4330002088	2678	0.11%	88.79%			89.2%
155	GPC APR ULT 85 SP	7592600237	2659	0.11%	88.90%			89.2%
156	V SLIMS SS UM100B	2820012110	2620	0.11%	89.01%			64.2%
157	CAPRI TRIM F120 BX	2720001116	2614	0.11%	89.12%			70.2%
158	KENT F 100	2610000427	2581	0.11%	89.23%			93.4%
159	RED KAMEL LT 83 BX	1230017713	2569	0.11%	89.34%			92.2%
160	GPC APR NF 85 SP	7592605028	2534	0.10%	89.44%			63.0%
161	OLD GOLD F 100	2610080050	2504	0.10%	89.54%			29.7%
162	MORE M 120	1230016013	2495	0.10%	89.64%			76.7%
163	CAMEL LT F 100	1230010513	2457	0.10%	89.74%			82.1%
164	MARLBORO F 85 BX	P 28200P1CG4	2454	0.10%	89.84%			59.5%
165	MARLBORO LT85 BX	P 28200P1EHG	2454	0.10%	89.94%			59.5%
166	WIN SEL F 85	1230070913	2445	0.10%	90.04%			86.3%
167	DORAL 85 B DSCT	1230084013	2432	0.10%	90.14%			82.7%
168	MORE F 120	1230015513	2407	0.10%	90.24%			75.0%
169	GPC APR LM85 SP	7592600253	2405	0.10%	90.34%			91.6%
170	TRUE M 100	2610000297	2388	0.10%	90.44%			82.7%
171	DORAL LT 83 BX	1230084113	2362	0.10%	90.54%			84.5%
172	BASIC FF M 85	2820016330	2334	0.10%	90.64%			86.9%
173	TRUE M 85	2610000267	2334	0.10%	90.74%			83.9%
174	KENT GLD LT 85SP	2610000517	2331	0.10%	90.84%			89.8%
175	TAREYTON F 100	4330007538	2296	0.09%	90.93%			77.9%
176	WIN SEL F 83 BX	1230071013	2283	0.09%	91.02%			79.7%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
177	CAMEL SPL LT 85 BX		1230066613	2271	0.09%	91.11%			76.1%
178	KENT III UL85 SP		2610000167	2227	0.09%	91.20%			86.3%
179	VANTAGE M 85		1230013213	2196	0.09%	91.29%			62.5%
180	CAMBRIDGE LTM100		2820011450	2177	0.09%	91.38%			60.1%
181	CAPRI TRIM M120 BX		2720001117	2136	0.09%	91.47%			64.2%
182	GPC APR FFM85 SP		7592605025	2117	0.09%	91.56%			86.9%
183	ALPINE LT M 100		2820010950	2109	0.09%	91.65%			52.3%
184	RED KAMEL FF 83 BX		1230015413	2099	0.09%	91.74%			95.8%
185	DORAL LT 100 BX		1230022083	2072	0.09%	91.83%			75.0%
186	KENT III U100 SP		2610000177	2067	0.08%	91.91%			88.0%
187	PARLIAMENT L85B	J	28200J1D06	2061	0.08%	91.99%			64.8%
188	MONARCH LT 100		1230023013	2046	0.08%	92.07%			26.1%
189	CAMBRIDGE ULT100		2820010370	1999	0.08%	92.15%			57.1%
190	PALL MALL GLD F100		4330006538	1971	0.08%	92.23%			58.9%
191	KOOL ULT M 85		2720001135	1964	0.08%	92.31%			55.3%
192	CAMEL SPL LT 100 B		1230066713	1885	0.08%	92.39%			72.6%
193	KENT GLD LT100SP		2610000537	1881	0.08%	92.47%			86.3%
194	CARLTON M 85		4330002048	1871	0.08%	92.55%			85.1%
195	MISTY ULT 100 BX		2040005168	1867	0.08%	92.63%			70.8%
196	NOW F 85 SP		1230013613	1853	0.08%	92.71%			79.1%
197	MERIT ULTIMA 85 BX		2820012860	1844	0.08%	92.79%			33.9%
198	CAMBRIDGE LT F85		2820011420	1799	0.07%	92.86%			67.8%
199	MARL UL F100 BLU B		2820011790	1791	0.07%	92.93%			8.3%
200	KOOL MILDS M 100		2720001128	1785	0.07%	93.00%			82.1%
201	BASIC LT 100	J	28200J2E3G	1758	0.07%	93.07%			94.0%
202	MONARCH ULT F 100		1230034013	1757	0.07%	93.14%			25.5%
203	KOOL LTS M 85		2720001129	1738	0.07%	93.21%			67.8%
204	CHECKERS 100 BX		6732156316	1732	0.07%	93.28%			1.1%
205	MONARCH LT 85		1230022913	1731	0.07%	93.35%			23.8%
206	CARLTON F 120		4330002108	1723	0.07%	93.42%			59.5%
207	CAMBRIDGE F 100		2820010880	1719	0.07%	93.49%			66.0%
208	MONARCH LT M 100		1230023113	1708	0.07%	93.56%			23.8%
209	DORAL FF 100 BX		1230022080	1687	0.07%	93.63%			77.3%
210	KOOL M 100 BX		2720001119	1661	0.07%	93.70%			82.7%
211	GPC APR LT 85 BX		7592605033	1641	0.07%	93.77%			75.5%
212	CARLTON M 100 BX		4330002058	1615	0.07%	93.84%			47.6%
213	OLD GOLD L F85		2610080030	1608	0.07%	93.91%			25.0%
214	MONTCLAIR LF100		4330005568	1598	0.07%	93.98%			33.3%
215	BARCLAY F 85 SP(1)		2720001112	1561	0.06%	94.04%			46.4%
216	NEWP STRIPE M100B		2610080254	1553	0.06%	94.10%			48.8%
217	KOOL ULT M 100		2720001137	1550	0.06%	94.16%			48.8%
218	MERIT M 85		2820010720	1546	0.06%	94.22%			82.1%
219	GPC APR LT 100 BX		7592605037	1528	0.06%	94.28%			73.8%
220	WIN SEL LT F 85		1230071113	1488	0.06%	94.34%			75.5%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 2: 168

++ P E R I O D 2 ++
01/01/97 - 12/31/97

*** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
221	BASIC FF 100	J	28200J2E1C	1477	0.06%	94.40%			94.0%
222	MERIT ULTIMA 100 S		2820012890	1450	0.06%	94.46%			51.1%
223	MERIT ULTIMA 85 SP		2820012870	1430	0.06%	94.52%			54.7%
224	B&H M 100 BX		2820010426	1404	0.06%	94.58%			38.6%
225	ALPINE LT M 85		2820010940	1401	0.06%	94.64%			46.4%
226	CAPRI TRIM ULT100		2720003250	1395	0.06%	94.70%			45.8%
227	MARL LT M 85 SP		2820011580	1375	0.06%	94.76%			67.2%
228	BELAIR M 85 (FP)		2720001110	1373	0.06%	94.82%			29.1%
229	DORAL F 100	J	12300J2B4D	1352	0.06%	94.88%			95.2%
230	VICEROY LF100 SP		2720001266	1350	0.06%	94.94%			47.6%
231	GPC APR ULT M 100		7592605049	1348	0.06%	95.00%			48.8%
232	WIN SEL LT F 83 BX		1230071213	1335	0.05%	95.05%			72.6%
233	B&H F 100 BX		2820010416	1329	0.05%	95.10%			39.2%
234	TAREYTON LTS F 100		4330007568	1301	0.05%	95.15%			28.5%
235	MARL MED F85 SP	N	28200N2342	1299	0.05%	95.20%			61.3%
236	WINSTON F 85 BX	I	12300I1GAH	1280	0.05%	95.25%			82.1%
237	WINSTON LT F 85 BX	I	12300I20DF	1280	0.05%	95.30%			82.1%
238	BASIC FF 85	J	28200J2E0A	1267	0.05%	95.35%			93.4%
239	BARCLAY F 100(1)		2720001113	1248	0.05%	95.40%			36.9%
240	DORAL LT F 100	J	12300J2AH3	1233	0.05%	95.45%			95.2%
241	OLD GOLD BOX 80		2610080780	1209	0.05%	95.50%			17.2%
242	BASIC LT 85	J	28200J2E2E	1163	0.05%	95.55%			93.4%
243	VICEROY LF85 SP		2720001265	1148	0.05%	95.60%			48.2%
244	MERIT M 100		2820010770	1146	0.05%	95.65%			74.4%
245	MONTCLAIR F 100		4330005558	1132	0.05%	95.70%			32.7%
246	KOOL LTS M 100		2720001132	1114	0.05%	95.75%			63.0%
247	CAMEL M 83 BX	I	12300I35AH	1107	0.05%	95.80%			89.2%
248	MONARCH ULT F 85		1230033913	1098	0.05%	95.85%			22.6%
249	CAMBRIDGE F 85		2820010860	1091	0.04%	95.89%			64.8%
250	V SLIMS SS UF100B		2820012100	1082	0.04%	95.93%			61.9%
251	CAMEL M LT83 BX	I	12300I35G9	1077	0.04%	95.97%			88.6%
252	ALPINE M 100		2820010930	1074	0.04%	96.01%			43.4%
253	CAMBRIDGE LT M85		2820011430	1063	0.04%	96.05%			53.5%
254	SARATOGA F 120BX		2820010080	1053	0.04%	96.09%			25.5%
255	WIN SEL LT F 100		1230020277	1044	0.04%	96.13%			66.6%
256	MONARCH LT M 85		1230033813	1040	0.04%	96.17%			24.4%
257	MARL LT M 100 SP		2820011570	1027	0.04%	96.21%			64.8%
258	CAMEL LT F 99 BX	I	12300I4853	1025	0.04%	96.25%			27.9%
259	CHECKERS FF 85		6732151215	1019	0.04%	96.29%			1.1%
260	DORAL LT 83 BX	J	12300JE7AH	1008	0.04%	96.33%			94.0%
261	DORAL 85 B DSCT	J	12300JE757	1008	0.04%	96.37%			94.0%
262	PARLIAMENT LM KG B		2820013160	986	0.04%	96.41%			35.7%
263	MERIT ULTIMA 100 B		2820012880	985	0.04%	96.45%			29.1%
264	VICEROY F85 BX		2720001171	978	0.04%	96.49%			34.5%

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BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 2: 168

++ P E R I O D 2 ++
01/01/97 - 12/31/97

*** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
265	L&M F 85 SP		1100015308	978	0.04%	96.53%			33.9%
266	ALPINE M 85		2820010920	960	0.04%	96.57%			42.8%
267	BASIC FF M KG BX		2820016360	960	0.04%	96.61%			62.5%
268	SALEM LT M 100 BX		1230017213	958	0.04%	96.65%			47.0%
269	RALEIGH F 85		2720001140	940	0.04%	96.69%			25.5%
270	MONARCH FF 100		1230022813	934	0.04%	96.73%			25.0%
271	CAMEL SPL LT 85		1230066513	915	0.04%	96.77%			64.2%
272	MONARCH FF 85		1230022713	883	0.04%	96.81%			25.0%
273	DORAL ULT F 100	J	12300J2FA9	876	0.04%	96.85%			93.4%
274	DORAL FF 100 BX	J	12300J3E2C	876	0.04%	96.89%			93.4%
275	DORAL FF M 83 BX	J	12300J4FBE	875	0.04%	96.93%			93.4%
276	MONTCLAIR UF100		4330005598	876	0.04%	96.97%			30.3%
277	V SLIMS F 100	J	28200J1ECH	871	0.04%	97.01%			64.8%
278	EVE LT F 120 BX		1100012808	868	0.04%	97.05%			37.5%
279	CAMEL U LT F 85 SP		1230021413	868	0.04%	97.09%			41.6%
280	CAPRI TRIM UM100		2720003251	867	0.04%	97.13%			48.2%
281	MARL L M 85 BX	J	28200J1HE4	860	0.04%	97.17%			80.9%
282	B&H LT M 100 B-TMP		2820010910	826	0.03%	97.20%			35.7%
283	B&H LT F 100 BX		2820010900	825	0.03%	97.23%			27.3%
284	V SLIMS LM100 BX	J	28200J1EFC	824	0.03%	97.26%			62.5%
285	V SLIMS LT100 BX	J	28200J1EF2	824	0.03%	97.29%			62.5%
286	MARL LT 100 BX	P	28200P1D82	818	0.03%	97.32%			59.5%
287	MARL MED F85BX	P	28200P233A	818	0.03%	97.35%			59.5%
288	B&H F 100 SP	J	28200J1E1E	818	0.03%	97.38%			64.2%
289	CAMEL F 85 HP	P	12300P1DEH	796	0.03%	97.41%			59.5%
290	CAMEL LT F 85 HP	P	12300P1F13	796	0.03%	97.44%			59.5%
291	OLD GOLD L F100		2610080060	769	0.03%	97.47%			23.8%
292	BASIC LT KG BX	J	28200J2E24	769	0.03%	97.50%			64.8%
293	WINSTON F 85 SP	P	12300P1FHF	765	0.03%	97.53%			85.7%
294	WINSTON LT F 85 SP	P	12300P1G57	765	0.03%	97.56%			85.7%
295	CAMEL U LT F 85 B		1230021513	764	0.03%	97.59%			37.5%
296	NOW M 85 SP		1230013913	753	0.03%	97.62%			59.5%
297	LARK F 85		1100014108	752	0.03%	97.65%			19.6%
298	MARL MED F85BX	N	28200N233A	746	0.03%	97.68%			82.7%
299	CARLTON M 120		4330002208	710	0.03%	97.71%			50.5%
300	MERIT ULT 85B	J	28200J207A	709	0.03%	97.74%			33.3%
301	MERIT ULT 85SP	J	28200J1FHC	708	0.03%	97.77%			33.3%
302	MISTY SLM FF 100 B		2040005158	696	0.03%	97.80%			59.5%
303	MISTY SLM F M 100B		2040005258	695	0.03%	97.83%			57.7%
304	CHECKERS LT 100 BX		6732157316	695	0.03%	97.86%			1.1%
305	MERIT F 85 BX	J	28200J1GA4	687	0.03%	97.89%			30.9%
306	DORAL NF 85		1230084613	684	0.03%	97.92%			45.8%
307	V SLIMS M 100	J	28200J1EEB	681	0.03%	97.95%			58.9%
308	BASIC FF KG BX	J	28200J2E00	681	0.03%	97.98%			64.8%

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BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 2: 168

++ P E R I O D 2 ++
01/01/97 - 12/31/97

*** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
309	MAGNA F 83 BX		1230016913	674	0.03%	98.01%			17.8%
310	MONTCLAIR LM100		4330005578	668	0.03%	98.04%			25.5%
311	BELAIR M 100 (FP)		2720001115	657	0.03%	98.07%			16.6%
312	EVE LT M 120 BX		1100012908	654	0.03%	98.10%			28.5%
313	MERIT ULT 100B	J	28200J2094	653	0.03%	98.13%			30.9%
314	MORE WHITE L F 120		1230025113	639	0.03%	98.16%			35.1%
315	B&H M 100 SP	J	28200J1E39	612	0.03%	98.19%			61.9%
316	MONARCH FF M 100		1230033713	611	0.03%	98.22%			22.0%
317	MAGNA LT F 85 SP		1230017113	606	0.02%	98.24%			23.8%
318	MONTCLAIR LF 85		4330005418	605	0.02%	98.26%			23.2%
319	WIN SEL SL L 100BX		1230020166	585	0.02%	98.28%			40.4%
320	WINSTON ULT F 83 B		1230070313	582	0.02%	98.30%			58.9%
321	MAGNA F 85 SP		1230016813	580	0.02%	98.32%			27.3%
322	DORAL 85 B DSCT	P	12300PE757	562	0.02%	98.34%			59.5%
323	CHECKERS L M 100 B		6732155316	552	0.02%	98.36%			1.1%
324	BASIC FF M KG BX	J	28200J2E8G	552	0.02%	98.38%			57.7%
325	CHECKERS NF KG		6732153418	524	0.02%	98.40%			0.5%
326	GPC MED FF 100 B		2720002389	508	0.02%	98.42%			74.4%
327	TRUE F 80 BX		2610080624	496	0.02%	98.44%			13.6%
328	CAMBRIDGE LOW F85		2820012780	484	0.02%	98.46%			17.2%
329	LARK F 100		1100014208	482	0.02%	98.48%			13.0%
330	GPC APR ULT M 85		7592605047	478	0.02%	98.50%			42.2%
331	CHESTERFLD NF 85		1100011608	477	0.02%	98.52%			10.1%
332	MONARCH FF M 85		1230033613	476	0.02%	98.54%			21.4%
333	GPC MED FF 85 B		2720002385	475	0.02%	98.56%			75.5%
334	PARLIAMENT LM KG B	I	28200I24B2	474	0.02%	98.58%			25.0%
335	SARATOGA M 120BX		2820010130	472	0.02%	98.60%			20.2%
336	MORE LT F 100 BX		1230015613	467	0.02%	98.62%			29.7%
337	CARLTON ULT F85 BX		4330002098	458	0.02%	98.64%			26.1%
338	MAGNA LT F 83 BX		1230025013	455	0.02%	98.66%			19.0%
339	WINSTON F 100	I	12300I1H41	454	0.02%	98.68%			55.3%
340	NEWP STRIPE F100B		2610080244	448	0.02%	98.70%			21.4%
341	DORAL LT F 85	J	12300J2ABB	444	0.02%	98.72%			58.3%
342	MONTCLAIR F 85		4330005408	443	0.02%	98.74%			23.2%
343	CHECKERS F M 100 B		6732154316	442	0.02%	98.76%			1.1%
344	PARLIAMENT LM KG B	J	28200J24B2	441	0.02%	98.78%			33.3%
345	CHECKERS ULT 100 B		6732153316	440	0.02%	98.80%			1.1%
346	MARL L M 100BX	J	28200J1HCA	436	0.02%	98.82%			80.9%
347	MARL L M 85 BX	P	28200P1HE4	436	0.02%	98.84%			41.6%
348	MARLBORO M 85 BX	J	28200J1GE2	425	0.02%	98.86%			79.7%
349	VANTAGE M 100		1230013413	422	0.02%	98.88%			48.2%
350	KOOL M 85 SP	G	27200G0384	418	0.02%	98.90%			89.2%
351	KOOL M 100	G	27200G0389	418	0.02%	98.92%			89.2%
352	WINSTON F 85 BX	P	12300P1GAH	417	0.02%	98.94%			85.7%

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
353	WINSTON LT F 85 BX	P	12300P20DF	417	0.02%	98.96%			85.7%
354	WINSTON ULT F 100B		1230070413	413	0.02%	98.98%			56.5%
355	B&H LT M 100 SP	J	28200J1E88	399	0.02%	99.00%			57.7%
356	B&H DLX ULM100BX	J	28200J1G54	399	0.02%	99.02%			57.7%
357	MORE WHITE L M 120		1230025213	390	0.02%	99.04%			30.3%
358	DORAL F 85 SP	J	12300J2F4H	367	0.02%	99.06%			58.3%
359	NEWPORT SL L M100B		2610080224	362	0.01%	99.07%			17.8%
360	RALEIGH F 100		2720001145	358	0.01%	99.08%			14.8%
361	MAX F 120		2610000387	357	0.01%	99.09%			7.1%
362	DORAL F 100	I	12300I2B4D	352	0.01%	99.10%			25.5%
363	CENTURY L F100(25)		1230015019	352	0.01%	99.11%			8.3%
364	MONARCH LT 83 BX		1230023613	348	0.01%	99.12%			12.5%
365	KOOL M 85 BX	G	27200G0382	340	0.01%	99.13%			90.4%
366	KOOL MILD M 100 BX		2720001114	337	0.01%	99.14%			53.5%
367	CAMEL ULT 100 BX		1230021213	333	0.01%	99.15%			33.9%
368	DORAL M 85	P	12300P27FB	331	0.01%	99.16%			57.7%
369	DORAL FF 100 BX	P	12300P3E2C	331	0.01%	99.17%			57.7%
370	DORAL M 100	P	12300P34HF	331	0.01%	99.18%			57.7%
371	MORE LT M 100 BX		1230016113	316	0.01%	99.19%			16.0%
372	PARLIAMENT LM 100B		2820013170	306	0.01%	99.20%			17.2%
373	KOOL M 85 SP	I	27200I0384	303	0.01%	99.21%			59.5%
374	BASIC FF 100	M	28200M2E1C	297	0.01%	99.22%			29.1%
375	BASIC LT 100	M	28200M2E3G	297	0.01%	99.23%			29.1%
376	KOOL M 85 BX	I	27200I0382	291	0.01%	99.24%			88.0%
377	TRUE F 100 BX		2610080614	287	0.01%	99.25%			12.5%
378	CHECKERS LT 85		6732152215	287	0.01%	99.26%			1.1%
379	KOOL M 100 BX	I	27200I0383	286	0.01%	99.27%			29.1%
380	EVE ULT F 120 BX		1100012608	274	0.01%	99.28%			14.8%
381	DORAL LT 100 BX	J	12300J3E2P	266	0.01%	99.29%			27.9%
382	BASIC LT M 85	J	28200J2E36	259	0.01%	99.30%			50.0%
383	MONTCLAIR LM 85		4330005428	258	0.01%	99.31%			13.0%
384	BASIC FF M 100	J	28200J2E7E	257	0.01%	99.32%			50.0%
385	CAMEL F 85 SP	I	12300I1D97	256	0.01%	99.33%			57.1%
386	CAMEL LT F 85 SP	I	12300I1E29	256	0.01%	99.34%			57.1%
387	BASIC LT M 100	J	28200J2E48	255	0.01%	99.35%			49.4%
388	BASIC FF KG BX	M	28200M2E00	247	0.01%	99.36%			29.1%
389	BASIC LT KG BX	M	28200M2E24	247	0.01%	99.37%			29.1%
390	WIN SEL F 100 BX		1230022186	244	0.01%	99.38%			20.8%
391	BUCKS L F 85		2820011260	237	0.01%	99.39%			7.1%
392	RALEIGH EX F 100		2720003041	233	0.01%	99.40%			5.9%
393	DORAL LT F 85	I	12300I2ABB	232	0.01%	99.41%			25.5%
394	DORAL LT 83 BX	P	12300PE7AH	231	0.01%	99.42%			57.7%
395	DORAL LT F 100	P	12300P2AH3	231	0.01%	99.43%			57.7%
396	DORAL F 100	P	12300P2B4D	231	0.01%	99.44%			57.7%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
397	WINSTON LT F 85 SP	I	12300I1GS7	227	0.01%	99.45%			55.3%
398	CAMBRIDGE LOW F100		2820012790	226	0.01%	99.46%			20.2%
399	CENTURY F 100(25)		1230014919	225	0.01%	99.47%			6.5%
400	BUCKS F 85		2820011220	225	0.01%	99.48%			7.1%
401	MONARCH FF 83 BX		1230023513	224	0.01%	99.49%			9.5%
402	WINSTON F 85 SP	I	12300I1FHF	222	0.01%	99.50%			55.3%
403	B&H LT F 100 SP	J	28200J1E7G	221	0.01%	99.51%			46.4%
404	B&H DLX UL100B	J	28200J1G4C	219	0.01%	99.52%			45.8%
405	BRISTOL F 85		2820012320	219	0.01%	99.53%			3.5%
406	MARLBORO M 85 SP	P	28200P1D9A	218	0.01%	99.54%			41.6%
407	MARL L M 100BX	P	28200P1HCA	218	0.01%	99.55%			41.6%
408	CARLTON 1MG F 85 B		4330002908	211	0.01%	99.56%			5.9%
409	KOOL MILDS M 85 SP	G	27200G038B	209	0.01%	99.57%			89.2%
410	MONTCLAIR ULT 85		2040005588	202	0.01%	99.58%			15.4%
411	V SLIMS LT120 BX	J	28200J1HF0	190	0.01%	99.59%			56.5%
412	V SLIMS F 100	P	28200P1ECH	189	0.01%	99.60%			67.8%
413	V SLIMS M 100	P	28200P1EEB	189	0.01%	99.61%			67.8%
414	V SLIMS LM100 BX	P	28200P1EFC	189	0.01%	99.62%			67.8%
415	V SLIMS LT100 BX	P	28200P1EF2	189	0.01%	99.63%			67.8%
416	RALEIGH EX L F 100		2720003044	187	0.01%	99.64%			4.7%
417	MISTY SL LT 100BX	E	43300E0FDE	184	0.01%	99.65%			54.7%
418	MISTY SL LT M100B	E	43300E0G16	184	0.01%	99.66%			54.7%
419	OLD GOLD F 100 BX		2610080850	179	0.01%	99.67%			6.5%
420	GPC APR FF 85 SP	U	75926U0F8F	174	0.01%	99.68%			34.5%
421	GPC APR FF 100 SP	U	75926U0F8H	174	0.01%	99.69%			34.5%
422	TAREYTON LTS F 85		4330007628	173	0.01%	99.70%			5.9%
423	DORAL FF 100 BX	I	12300I3E2C	156	0.01%	99.71%			23.2%
424	DORAL LT 100 BX	I	12300I3E2F	156	0.01%	99.72%			23.2%
425	PYRAMID ULT F 100		1100040408	152	0.01%	99.73%			2.3%
426	PLAYERS F 100 BX		2820011170	150	0.01%	99.74%			2.9%
427	PYRAMID FF 85		1100048308	147	0.01%	99.75%			1.7%
428	BARCLAY F 85 BX		2720001111	147	0.01%	99.76%			4.1%
429	MERIT F 85 BX	P	28200P1GA4	144	0.01%	99.77%			30.3%
430	MERIT ULT 85B	P	28200P207A	144	0.01%	99.78%			30.3%
431	MERIT ULT 100B	P	28200P2094	144	0.01%	99.79%			30.3%
432	V SLIMS ULT100BX	J	28200J1HE8	143	0.01%	99.80%			55.9%
433	V SLIMS UM100 BX	J	28200J1HG2	143	0.01%	99.81%			55.9%
434	VICEROY LF85 BX		2720001172	138	0.01%	99.82%			8.9%
435	DORAL LT M 100	J	12300J2CE9	138	0.01%	99.83%			27.9%
436	LARK LT F 100 (2)		1100014608	135	0.01%	99.84%			2.9%
437	LARK LT F 85 (2)		1100014308	135	0.01%	99.85%			6.5%
438	DORAL LT M 85	J	12300J2C8H	134	0.01%	99.86%			27.3%
439	PYRAMID LT M 100		1100040308	133	0.01%	99.87%			2.9%
440	VICEROY ULT LT100		2720003134	132	0.01%	99.88%			5.9%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
441	DORAL FF M 83 BX		1230028400	132	0.01%	99.89%			14.8%
442	PALL MALL RED F 85		4330006618	122	0.01%	99.90%			13.6%
443	KOOL M 85 SP	E	27200E0384	120		99.90%			1.7%
444	MONARCH LT M 83 BX		1230033413	119		99.90%			7.1%
445	DORAL LT 83 BX	I	12300IE7AH	118		99.90%			35.1%
446	DORAL 85 B DSCT	I	12300IE757	118		99.90%			35.1%
447	EVE ULT M 120 BX		1100012708	118		99.90%			9.5%
448	STERLING ULT M 100		1230087713	118		99.90%			3.5%
449	CHECKERS LT M 85		6732155215	117		99.90%			1.1%
450	PYRAMID LT F 100		1100040208	115		99.90%			2.3%
451	CHECKERS FF M 85		6732154215	113		99.90%			0.5%
452	PYRAMID NF 85		1100040508	112		99.90%			2.9%
453	PYRAMID LT F 85		1100040108	111		99.90%			1.7%
454	B&H M 100 SP	P	28200P1E39	104		99.90%			7.7%
455	VANTAGE ULT F 83 B		1230070513	104		99.90%			5.9%
456	RALEIGH EX F 85		2720003040	103		99.90%			5.9%
457	KOOL MILDS M 85 SP	I	27200I038B	102		99.90%			60.1%
458	KOOL M 100	I	27200I0389	101		99.90%			59.5%
459	VANTAGE UL F 100 B		1230070613	100		99.90%			6.5%
460	KOOL MILDS M 85 BX	I	27200I038A	94		99.90%			27.9%
461	BRISTOL F 100		2820012330	94		99.90%			2.3%
462	MISTY ULT 100 BX	E	20400E0FH2	92		99.90%			54.7%
463	MISTY ULT M 100 BX	E	20400E0G4C	92		99.90%			54.7%
464	B&H MULTI F 85		2820010390	91		99.90%			3.5%
465	PRICE MASTR LT 100		1230036813	88		99.90%			1.1%
466	STERLING LT M 100		1230014513	87		99.90%			5.3%
467	STERLING ULT 100		1230087213	86		99.90%			4.1%
468	MONARCH M 83 BX		1230023713	83		99.90%			5.3%
469	MONARCH NF 85		1230033513	81		99.90%			7.7%
470	STERLING M 100		1230014313	80		99.90%			5.9%
471	OLD GOLD LTS M 100		2610080123	79		99.90%			13.0%
472	WIN SEL FF 100 SP		1230022464	79		99.90%			14.2%
473	MARL LT F 85 B-5PK		2820010695	77		99.90%			4.1%
474	PYRAMID FF 100		1100048408	77		99.90%			5.9%
475	OLD GOLD LT BOX 80		2610080790	74		99.90%			4.7%
476	PRICE MASTR F M100		1230059613	72		99.90%			0.5%
477	CHECKERS ULT 85		6732153215	71		99.90%			1.1%
478	STERLING F 100		1230014113	71		99.90%			2.3%
479	CAMEL F 100 SP		1230016213	70		99.90%			10.1%
480	BASIC FF 85	M	28200M2E0A	68		99.90%			26.1%
481	BASIC LT 85	M	28200M2E2E	68		99.90%			26.1%
482	WAVE ALL STYLES		7770406013	66		99.90%			1.1%
483	OLD GOLD UL F100		2610080125	64		99.90%			12.5%
484	BRISTOL L F 85		2820012220	63		99.90%			1.7%

51851 2822

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
485	KENT GLD LT M 100		2610000547	63		99.90%			6.5%
486	MONTCLAIR F 85 BX		4330005008	60		99.90%			3.5%
487	CAMEL M 83 BX	E	12300E35AH	60		99.90%			0.5%
488	PARLIAMENT L85B	C	28200C1D06	60		99.90%			5.9%
489	DORAL LT 83 BX	U	12300UE7AH	59		99.90%			35.1%
490	DORAL 85 B DSCT	U	12300UE757	59		99.90%			35.1%
491	DORAL FF 100 BX	U	12300U3E2C	59		99.90%			35.1%
492	DORAL LT 100 BX	U	12300U3E2F	59		99.90%			35.1%
493	MAX M 120		2610000397	57		99.90%			4.1%
494	MARL LT F 85 S-5PK		2820010665	52		99.90%			4.7%
495	B&H LT M 100 SP	P	28200P1E88	52		99.90%			7.7%
496	B&H DLX ULM100BX	P	28200P1G54	52		99.90%			7.7%
497	GPC APR FF 100 BX	C	75926C0F9D	52		99.90%			15.4%
498	GPC APR FF 85 BX	C	75926C0F99	52		99.90%			15.4%
499	PLAYERS M 85 BX		2820011180	52		99.90%			1.1%
500	PARLIAMENT L85B	P	28200P1D06	48		99.90%			2.3%
501	MARLBORO F85 S-5PK		2820010295	48		99.90%			3.5%
502	STERLING LT F 100		1230014413	47		99.90%			4.1%
503	STYLE LT 100 M G		2610080137	46		99.90%			8.3%
504	GPC APR FF 100 BX	U	75926U0F9D	44		99.90%			13.0%
505	GPC APR FF 85 BX	U	75926U0F99	44		99.90%			13.0%
506	KOOL M 100	E	27200E0389	44		99.90%			1.1%
507	MONTCLAIR FF M 100		2040005579	42		99.90%			10.7%
508	CAMEL M 83 BX	P	12300P35AH	42		99.90%			7.7%
509	CAMEL M LT83 BX	P	12300P35G9	42		99.90%			7.7%
510	MARLBORO F 85B-5PK		2820010015	42		99.90%			3.5%
511	PRICE MASTR NF 85		1230039313	41		99.90%			0.5%
512	WINSTON F 85 BX	E	12300E1GAH	37		99.90%			8.3%
513	WINSTON LT F 85 BX	E	12300E20DF	37		99.90%			8.3%
514	MERIT F 85 SP	J	28200J1F10	36		99.90%			2.9%
515	PRICE MASTR L M 85		1230036913	36		99.90%			1.1%
516	MARL MED F 85B-5PK		2820012705	36		99.90%			4.1%
517	RALEIGH NF 85		2720001150	34		99.90%			0.5%
518	STYLE LT 100 G		2610080135	32		99.90%			7.7%
519	MONTCLAIR LT 85BX		4330005308	31		99.90%			2.3%
520	KOOL M 100 BX	G	27200G0383	30		99.90%			1.7%
521	MERIT ULT 100	J	28200J1G0E	30		99.90%			2.3%
522	MARL MED F 85S-5PK		2820012715	27		99.90%			2.3%
523	GPC APR LT 85 BX	C	75926C0F9B	26		99.90%			15.4%
524	GPC APR LT 100 BX	C	75926C0F9F	26		99.90%			15.4%
525	CHESTERFLD NF 70		1100011308	25		99.90%			1.7%
526	WINSTON LT F 85 BX	J	12300J20DF	24		99.90%			0.5%
527	BASIC LT KG BX	I	28200I2E24	24		99.90%			0.5%
528	SALEM LT M 100 SP	E	12300E22B3	22		99.90%			0.5%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2823

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
529	GPC APR LT 85 BX	U	75926U0F9B	22		99.90%			13.0%
530	GPC APR LT 100 BX	U	75926U0F9F	22		99.90%			13.0%
531	WORTH FF M 100		1230020175	21		99.90%			0.5%
532	KOOL NF M 70		2720001130	21		99.90%			5.3%
533	STYLE LT M 100 SP		2610030740	20		99.90%			4.7%
534	PARLIAMENT LM KG B	C	28200C24B2	20		99.90%			5.9%
535	SALEM SLD LT KSF M		1230017613	19		99.90%			2.9%
536	RALEIGH EX L F 85		2720003043	18		99.90%			3.5%
537	PRIME FF 85		2040008328	18		99.90%			1.1%
538	SALEM GOLD M 83 BX		1230010813	17		99.90%			1.1%
539	STERL SL LT 100 BX		1230087313	17		99.90%			2.9%
540	SALEM SLD KSF M B		1230017513	16		99.90%			2.9%
541	PARLIAMENT LM KG B	P	28200P24B2	16		99.90%			2.3%
542	KOOL MILDS M 85 SP	E	27200E038B	16		99.90%			1.1%
543	MARLBORO M 85 SP	J	28200J1D9A	15		99.90%			1.7%
544	CAMBRIDGE F 100	L	28200L1FA8	15		99.90%			0.5%
545	CAMBRIDGE LTF100	L	28200L1H5A	15		99.90%			0.5%
546	CHECKERS FF KG BX		6732151417	15		99.90%			0.5%
547	STYLE L M 100 B G		2610080134	14		99.90%			4.1%
548	SALEM SLD 100 M B		1230024071	13		99.90%			2.9%
549	STYLE LT 100 B G		2610080133	13		99.90%			3.5%
550	PYRAMID FF M 85		1100049008	13		99.90%			1.7%
551	NEWPORT M85S(25)		2610080204	12		99.90%			1.7%
552	PARLIAMENT LM 100B	A	28200A24BC	12		99.90%			0.5%
553	MARL LT M 85 SP	J	28200J1HD6	12		99.90%			0.5%
554	COMMANDER NF 85		2820010090	12		99.90%			0.5%
555	KOOL MILD M 100 BX	G	27200G037G	11		99.90%			1.1%
556	PYRAMID FF M 100		1100049108	10		99.90%			1.7%
557	MERIT ULT 100B	M	28200M2094	10		99.90%			1.1%
558	STERL SL LT M 100B		1230087813	9		99.90%			2.3%
559	KOOL MILDS M 85 BX	G	27200G038A	9		99.90%			1.7%
560	OLD GOLD NF 85		2610080080	8		99.90%			0.5%
561	KOOL MILDS M 100	E	27200E038C	7		99.90%			0.5%
562	KOOL M 100 BX	E	27200E0383	6		99.90%			1.1%
563	MARL LT M 100 SP	J	28200J1HCE	6		99.90%			0.5%
564	KOOL M 85 BX	E	27200E0382	6		99.90%			1.1%
565	PRICE MASTR ULT 85		1230037113	5		99.90%			1.1%
566	RALEIGH LTS F 85		2720001152	5		99.90%			0.5%
567	CAMBRIDGE F 85	L	28200L1F96	5		99.90%			0.5%
568	CAMBRIDGE LT F85	L	28200L1H48	5		99.90%			0.5%
569	CAMEL F 85 HP	C	12300C1DEH	4		99.90%			2.9%
570	CAMEL F 85 SP	C	12300C1D97	4		99.90%			2.9%
571	CAMEL LT F 85 SP	C	12300C1E29	4		99.90%			2.9%
572	CAMEL LT F 85 HP	C	12300C1F13	4		99.90%			2.9%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
573	WINSTON F 85 BX C	12300C1GAH	4		99.90%			2.9%
574	WINSTON L F 100 B C	12300C2D21	4		99.90%			2.9%
575	WINSTON LT F 85 BX C	12300C20DF	4		99.90%			2.9%
576	CAMEL M 83 BX C	12300C35AH	4		99.90%			2.9%
577	CAMEL LT F 85 HP E	12300E1F13	4		99.90%			0.5%
578	STYLE LT 100 SP	2610030750	4		99.90%			1.1%
579	STYLE SLT 100 B G	2610080138	4		99.90%			0.5%
580	STYLE SL M 100 B G	2610080140	4		99.90%			0.5%
581	PARLIAMENT LM KG B A	28200A24B2	4		99.90%			0.5%
582	B&H DLX F 85 BX	2820010070	4		99.90%			0.5%
583	MISTY SLM FF 100 B U	20400U0FGA	3		99.90%			1.7%
584	MISTY SLM LT 120 B U	20400U0F9G	3		99.90%			1.7%
585	MISTY SLM F M 100B U	20400U0G42	3		99.90%			1.7%
586	MISTY SLM L M 120B U	20400U0G9C	3		99.90%			1.7%
587	NEWPORT M100S(25)	2610080214	3		99.90%			1.1%
588	MARLBORO M 85 BX N	28200N1GE2	3		99.90%			0.5%
589	MERIT ULT 85SP P	28200P1FHC	3		99.90%			0.5%
590	MERIT F 85 SP P	28200P1F10	3		99.90%			0.5%
591	MISTY SL LT 100BX U	43300U0FDE	3		99.90%			1.7%
592	MISTY SL LT M100B U	43300U0G16	3		99.90%			1.7%
593	KOOL MILDS M 85 BX E	27200E038A	2		99.90%			0.5%
594	DORAL LT F 85 E	12300E2ABB	2		99.90%			0.5%
595	DORAL LT F 100 E	12300E2AH3	2		99.90%			0.5%
596	DORAL F 100 E	12300E2B4D	2		99.90%			0.5%
597	DORAL F 85 SP E	12300E2F4H	2		99.90%			0.5%
598	DORAL LT F 85 M	12300M2ABB	2		99.90%			0.5%
599	DORAL LT F 100 M	12300M2AH3	2		99.90%			0.5%
600	DORAL LT M 100 M	12300M2CE9	2		99.90%			0.5%
601	STYLE LT M 100 BX	2610030570	2		99.90%			1.1%
602	MAVERICK SPCL 85	2610080684	2		99.90%			0.5%
603	MAVERICK SPCL 100	2610080894	2		99.90%			0.5%
604	RALEIGH EX L M 100	2720003046	2		99.90%			0.5%
605	RALEIGH EX NF 85	2720003047	2		99.90%			1.1%
606	PALL MALL RED F100	4330006628	2		99.90%			1.1%
607	CHECKERS LT KG BX	6732152417	2		99.90%			0.5%
608	CMNWEALTH LT M 100	9050000189	2		99.90%			0.5%
609	CMNWEALTH ULT 100	9050000191	2		99.90%			0.5%
610	CMNWEALTH LT 100	9050000192	2		99.90%			0.5%
611	CMNWEALTH L M 85	9050000195	2		99.90%			0.5%
612	CMNWEALTH M 85	9050000196	2		99.90%			0.5%
613	CMNWEALTH LT 85	9050000198	2		99.90%			0.5%
614	RED KAMEL M 82 BX	1230017813	2		99.90%			0.5%
615	RED KAMEL L M82 B	1230018313	2		99.90%			0.5%
616	KENT GLD LT 100BX	2610000507	2		99.90%			0.5%

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 168 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
617	L&M F 100	1100016008	1		99.90%			0.5%
618	DORAL F 100 M	12300M2B4D	1		99.90%			0.5%
619	CENTURY L F 85(25)	1230014819	1		99.90%			0.5%
620	PRICE MASTR L M100	1230037013	1		99.90%			0.5%
621	DUNHILL INTNL BX	1376000111	1		99.90%			0.5%
622	DUNHILL MENTHOL BX	1376000112	1		99.90%			0.5%
623	DUNHILL M MLD BX	1376000114	1		99.90%			0.5%
624	DUNHILL LT 85 BX	1376000118	1		99.90%			0.5%
625	PRIME FF 100	2040008308	1		99.90%			1.1%
626	STYLE LT 100 BX	2610030550	1		99.90%			0.5%
627	STYLE SL LM100BX	2610030770	1		99.90%			0.5%
628	RICHLAND F 85(20)	2720001191	1		99.90%			0.5%
629	CARLTON M 85 BX	2720002369	1		99.90%			0.5%
630	MARL L F85(25)	2820013661	1		99.90%			0.5%
631	BASIC LT 100 BX	2820016350	1		99.90%			0.5%
632	ST MORITZ M 100	1376001142	1		99.90%			0.5%
633	PRIME ULT 100	2040008408	-1		99.90%			0.5%
634	PRIME LT M 85	2040008518	-1		99.90%			0.5%
635	BRISTOL L F 100	2820012240	-1		99.90%			0.5%
636	PRIME LT 100	2040008318	-2		99.90%			0.5%
637	PRIME LT 85	2040008338	-2		99.90%			0.5%
638	EAGLE GENCO UL100	4262591008	-2		99.90%			0.5%
639	CMNWEALTH FF 85	9050000199	-3		99.90%			0.5%
640	CMNWEALTH F 100	9050000193	-4		99.90%			0.5%
641	TOURNEY LT M 100	1100049908	-167	0.01%	99.89%			1.7%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

	CTNS	SHARE	CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
R.J. REYNOLDS			22115	25.42%	22115	25.42
PHILIP MORRIS			62058	71.34%	62058	71.34
B.A.T.			2812	3.23%	2812	3.23
-INDUSTRY FULL PRICE			86985	78.98%	86985	
BRANDED SAVINGS						
R.J. REYNOLDS			12209	52.75%	12209	52.75
PHILIP MORRIS			9726	42.02%	9726	42.02
B.A.T.			1206	5.21%	1206	5.21
-INDUSTRY BRANDED SAVINGS			23141	21.01%	23141	
-INDUSTRY						
-INDUSTRY- TOTAL			110126	100.00%	110126	
...INED TOTALS						
R.J. REYNOLDS			34324	31.16	34324	31.16
PHILIP MORRIS			71784	65.18	71784	65.18
B.A.T.			4018	3.64	4018	3.64
-COMBINED- INDUSTRY			110126	100.00%	110126	

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100	E	9999999999			44		44
KOOL M 100	G	9999999999			418		418
KOOL M 100	I	9999999999			101		101
KOOL M 100 BX	E	9999999999			6		6
KOOL M 100 BX	G	9999999999			30		30
KOOL M 100 BX	I	9999999999			286		286
KOOL M 85 BX	E	9999999999			6		6
KOOL M 85 BX	G	9999999999			340		340
KOOL M 85 BX	I	9999999999			291		291
KOOL M 85 SP	E	9999999999			120		120
KOOL M 85 SP	G	9999999999			418		418
KOOL M 85 SP	I	9999999999			303		303
KOOL MILD M 100 BX	G	9999999999			11		11
KOOL MILDS M 100	E	9999999999			7		7
KOOL MILDS M 85 BX	E	9999999999			2		2
KOOL MILDS M 85 BX	G	9999999999			9		9
KOOL MILDS M 85 BX	I	9999999999			94		94
KOOL MILDS M 85 SP	E	9999999999			16		16
KOOL MILDS M 85 SP	G	9999999999			209		209
KOOL MILDS M 85 SP	I	9999999999			102		102
TOTAL KOOL					2813	4.97%	2813
TOTAL B&W FULL PRICE					2813	2.12%	2813
MISTY SL LT M100B	E	9999999999			184		184
MISTY SL LT M100B	U	9999999999			3		3
MISTY SL LT 100BX	E	9999999999			184		184
MISTY SL LT 100BX	U	9999999999			3		3
MISTY SLM F M 100B	U	9999999999			3		3
MISTY SLM FF 100 B	U	9999999999			3		3
MISTY SLM L M 120B	U	9999999999			3		3
MISTY SLM LT 120 B	U	9999999999			3		3
MISTY ULT M 100 BX	E	9999999999			92		92
MISTY ULT 100 BX	E	9999999999			92		92
TOTAL MISTY					570	2.73%	570
GPC APR FF 100 BX	C	9999999999			52		52
GPC APR FF 100 BX	U	9999999999			44		44
GPC APR FF 100 SP	U	9999999999			174		174
GPC APR FF 85 BX	C	9999999999			52		52
GPC APR FF 85 BX	U	9999999999			44		44
GPC APR FF 85 SP	U	9999999999			174		174

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2828

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
GPC APR LT 100 BX	C	9999999999			26		26
GPC APR LT 100 BX	U	9999999999			22		22
GPC APR LT 85 BX	C	9999999999			26		26
GPC APR LT 85 BX	U	9999999999			22		22
TOTAL GPC APR					636	0.99%	636
TOTAL B&W BRANDED SAVINGS					1206	1.25%	1206
TOTAL B.A.T.					4019	1.75%	4019
B&H DLX ULM100BX	J	9999999999			399		399
B&H DLX ULM100BX	P	9999999999			52		52
B&H DLX UL100B	J	9999999999			219		219
B&H F 100 SP	J	9999999999			818		818
B&H LT F 100 SP	J	9999999999			221		221
B&H LT M 100 SP	J	9999999999			399		399
B&H LT M 100 SP	P	9999999999			52		52
B&H M 100 SP	J	9999999999			612		612
B&H M 100 SP	P	9999999999			104		104
TOTAL BENSON & HEDGES					2876	5.98%	2876
MERIT F 85 BX	J	9999999999			687		687
MERIT F 85 BX	P	9999999999			144		144
MERIT F 85 SP	J	9999999999			36		36
MERIT F 85 SP	P	9999999999			3		3
MERIT ULT 100	J	9999999999			30		30
MERIT ULT 100B	J	9999999999			653		653
MERIT ULT 100B	M	9999999999			10		10
MERIT ULT 100B	P	9999999999			144		144
MERIT ULT 85B	J	9999999999			709		709
MERIT ULT 85B	P	9999999999			144		144
MERIT ULT 85SP	J	9999999999			708		708
MERIT ULT 85SP	P	9999999999			3		3
TOTAL MERIT					3271	5.03%	3271
MARL L M 100BX	J	9999999999			436		436
MARL L M 100BX	P	9999999999			218		218
MARL L M 85 BX	J	9999999999			860		860
MARL L M 85 BX	P	9999999999			436		436
MARL LT M 100 SP	J	9999999999			6		6
MARL LT M 85 SP	J	9999999999			12		12
MARL LT 100 BX	N	9999999999			4036		4036

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000 .

BY CHAIN: HESS MART

++ TOTAL STORES ++			++ P E R I O D 1 ++		++ P E R I O D 2 ++		
PRD 1:	PRD 2:	168	NO.DATA. - NO.DATA.		01/01/97 - 12/31/97		
PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
MARL LT 100 BX	P	9999999999			818		818
MARL MED F85 SP	N	9999999999			1299		1299
MARL MED F85BX	N	9999999999			746		746
MARL MED F85BX	P	9999999999			818		818
MARLBORO F 85 BX	N	9999999999			17383		17383
MARLBORO F 85 BX	P	9999999999			2454		2454
MARLBORO LT85 BX	N	9999999999			15710		15710
MARLBORO LT85 BX	P	9999999999			2454		2454
MARLBORO M 85 BX	J	9999999999			425		425
MARLBORO M 85 BX	N	9999999999			3		3
MARLBORO M 85 SP	J	9999999999			15		15
MARLBORO M 85 SP	P	9999999999			218		218
TOTAL MARLBORO					48347	5.11%	48347
PARLIAMENT LM KG B	A	9999999999			4		4
PARLIAMENT LM KG B	C	9999999999			20		20
PARLIAMENT LM KG B	I	9999999999			474		474
PARLIAMENT LM KG B	J	9999999999			441		441
PARLIAMENT LM KG B	P	9999999999			16		16
PARLIAMENT LM 100B	A	9999999999			12		12
PARLIAMENT L85B	C	9999999999			60		60
PARLIAMENT L85B	J	9999999999			2061		2061
PARLIAMENT L85B	P	9999999999			48		48
TOTAL PARLIAMENT					3136	9.47%	3136
V SLIMS F 100	J	9999999999			871		871
V SLIMS F 100	P	9999999999			189		189
V SLIMS LM100 BX	J	9999999999			824		824
V SLIMS LM100 BX	P	9999999999			189		189
V SLIMS LT100 BX	J	9999999999			824		824
V SLIMS LT100 BX	P	9999999999			189		189
V SLIMS LT120 BX	J	9999999999			190		190
V SLIMS M 100	J	9999999999			681		681
V SLIMS M 100	P	9999999999			189		189
V SLIMS ULT100BX	J	9999999999			143		143
V SLIMS UM100 BX	J	9999999999			143		143
TOTAL VIRGINIA SLIMS					4432	8.76%	4432
TOTAL PM FULL PRICE					62062	5.42%	62062
BASIC FF KG BX	J	9999999999			681		681

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2830

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
++ TOTAL STORES ++					++ P E R I O D 1 ++		++ P E R I O D 2 ++
PRD 1:	PRD 2: 168				NO.DATA. - NO.DATA.		01/01/97 - 12/31/97
BASIC FF KG BX	M	9999999999			247		247
BASIC FF M KG BX	J	9999999999			552		552
BASIC FF M 100	J	9999999999			257		257
BASIC FF 100	J	9999999999			1477		1477
BASIC FF 100	M	9999999999			297		297
BASIC FF 85	J	9999999999			1267		1267
BASIC FF 85	M	9999999999			68		68
BASIC LT KG BX	I	9999999999			24		24
BASIC LT KG BX	J	9999999999			769		769
BASIC LT KG BX	M	9999999999			247		247
BASIC LT M 100	J	9999999999			255		255
BASIC LT M 85	J	9999999999			259		259
BASIC LT 100	J	9999999999			1758		1758
BASIC LT 100	M	9999999999			297		297
BASIC LT 85	J	9999999999			1163		1163
BASIC LT 85	M	9999999999			68		68
TOTAL BASIC					9686	8.84%	9686
CAMBRIDGE F 100	L	9999999999			15		15
CAMBRIDGE F 85	L	9999999999			5		5
CAMBRIDGE LT F85	L	9999999999			5		5
CAMBRIDGE LTF100	L	9999999999			15		15
TOTAL CAMBRIDGE					40	0.30%	40
TOTAL PM BRANDED SAVINGS					9726	7.51%	9726
TOTAL PHILIP MORRIS					71788	5.63%	71788
CAMEL F 85 HP	C	9999999999			4		4
CAMEL F 85 HP	I	9999999999			5860		5860
CAMEL F 85 HP	P	9999999999			796		796
CAMEL F 85 SP	C	9999999999			4		4
CAMEL F 85 SP	I	9999999999			256		256
CAMEL LT F 85 HP	C	9999999999			4		4
CAMEL LT F 85 HP	E	9999999999			4		4
CAMEL LT F 85 HP	I	9999999999			4813		4813
CAMEL LT F 85 HP	P	9999999999			796		796
CAMEL LT F 85 SP	C	9999999999			4		4
CAMEL LT F 85 SP	I	9999999999			256		256
CAMEL LT F 99 BX	I	9999999999			1025		1025
CAMEL M LT83 BX	I	9999999999			1077		1077
CAMEL M LT83 BX	P	9999999999			42		42
CAMEL M 83 BX	C	9999999999			4		4
CAMEL M 83 BX	E	9999999999			60		60

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2831

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME:	PROM %	VOLUME	PROM %	+/- VOLUME
CAMEL M 83 BX	I	9999999999			1107		1107
CAMEL M 83 BX	P	9999999999			42		42
TOTAL CAMEL XREG					16154	16.48%	16154
TOTAL CAMEL					16154	16.48%	16154
SALEM LT M 100 SP	E	9999999999			22		22
TOTAL SALEM					22	0.03%	22
WINSTON F 100	I	9999999999			454		454
WINSTON F 85 BX	C	9999999999			4		4
WINSTON F 85 BX	E	9999999999			37		37
WINSTON F 85 BX	I	9999999999			1280		1280
WINSTON F 85 BX	P	9999999999			417		417
WINSTON F 85 SP	I	9999999999			222		222
WINSTON F 85 SP	P	9999999999			765		765
WINSTON L F 100 B	C	9999999999			4		4
WINSTON LT F 85 BX	C	9999999999			4		4
WINSTON LT F 85 BX	E	9999999999			37		37
WINSTON LT F 85 BX	I	9999999999			1280		1280
WINSTON LT F 85 BX	J	9999999999			24		24
WINSTON LT F 85 BX	P	9999999999			417		417
WINSTON LT F 85 SP	I	9999999999			227		227
WINSTON LT F 85 SP	P	9999999999			765		765
TOTAL WINSTON XSEL					5937	5.04%	5937
TOTAL WINSTON					5937	5.04%	5937
TOTAL RJR FULL PRICE					22113	6.37%	22113
DORAL F 100	E	9999999999			2		2
DORAL F 100	I	9999999999			352		352
DORAL F 100	J	9999999999			1352		1352
DORAL F 100	M	9999999999			1		1
DORAL F 100	P	9999999999			231		231
DORAL F 85 SP	E	9999999999			2		2
DORAL F 85 SP	J	9999999999			367		367
DORAL FF M 83 BX	J	9999999999			876		876
DORAL FF 100 BX	I	9999999999			156		156
DORAL FF 100 BX	J	9999999999			876		876
DORAL FF 100 BX	P	9999999999			331		331

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2832

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 168 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
DORAL FF 100 BX	U	9999999999			59		59
DORAL LT F 100	E	9999999999			2		2
DORAL LT F 100	J	9999999999			1233		1233
DORAL LT F 100	M	9999999999			2		2
DORAL LT F 100	P	9999999999			231		231
DORAL LT F 85	E	9999999999			2		2
DORAL LT F 85	I	9999999999			232		232
DORAL LT F 85	J	9999999999			444		444
DORAL LT F 85	M	9999999999			2		2
DORAL LT M 100	J	9999999999			138		138
DORAL LT M 100	M	9999999999			2		2
DORAL LT M 85	J	9999999999			134		134
DORAL LT 100 BX	I	9999999999			156		156
DORAL LT 100 BX	J	9999999999			266		266
DORAL LT 100 BX	U	9999999999			59		59
DORAL LT 83 BX	I	9999999999			118		118
DORAL LT 83 BX	J	9999999999			1008		1008
DORAL LT 83 BX	P	9999999999			231		231
DORAL LT 83 BX	U	9999999999			59		59
DORAL M 100	P	9999999999			331		331
DORAL M 85	P	9999999999			331		331
DORAL ULT F 100	J	9999999999			876		876
DORAL 85 B DSCT	I	9999999999			118		118
DORAL 85 B DSCT	J	9999999999			1008		1008
DORAL 85 B DSCT	P	9999999999			562		562
DORAL 85 B DSCT	U	9999999999			59		59
TOTAL DORAL					12209	10.55%	12209
TOTAL RJR BRANDED SAVINGS					12209	9.23%	12209
TOTAL R.J. REYNOLDS					34322	5.08%	34322

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2833

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BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 1: PRD 2: 168

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL INDUSTRY				110129	4.52%	110129

51851 2834

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REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: HESS MART
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1997/07/01 - 1997/12/31 ELAPSED DAYS: 184
1ST.PERIOD DATES: 1997/01/01 - 1997/06/30 ELAPSED DAYS: 181

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
(3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
(5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER RIDE TIER	OVER RIDE SEG	BRAND DESCRIPTION

OVER RIDE	TIER DESCRIPTION
1	FULL PRICE
2	BRANDED SAVINGS
3	PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CLASS:

SALES LEVEL:
CHAIN: 035303XX
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

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***  authorization is obtained from R.J. Reynolds Tobacco Company.      ***
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REPORT MESSAGES:

51851 2835

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 159 PRD 2: 164 01/01/97 - 06/30/97 07/01/97 - 12/31/97

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS			5		5		0/100	0/100
R.J. REYNOLDS	150541	17.58%	196763	19.66%	46222	2.08	0/100	0/100
PHILIP MORRIS	533016	62.24%	611552	61.12%	78536	-1.12	0/100	0/100
LORILLARD	107153	12.51%	120147	12.00%	12994	-0.51	0/100	0/100
LIGGETT & MYERS	2346	0.27%	2554	0.25%	208	-0.02	0/100	0/100
B.A.T.	63218	7.38%	69405	6.93%	6187	-0.45	0/100	0/100
-INDUSTRY FULL PRICE	856274	77.36%	1000426	75.27%	144152		0/100	0/100
BRANDED SAVINGS								
OTHER MISC MANUFTURS	3098	1.79%	2819	1.37%	-279	-0.42	0/100	0/100
R.J. REYNOLDS	57990	33.62%	74304	36.21%	16314	2.59	0/100	0/100
PHILIP MORRIS	60981	35.36%	68494	33.38%	7513	-1.98	0/100	0/100
LORILLARD	5747	3.33%	6553	3.19%	806	-0.14	0/100	0/100
LIGGETT & MYERS	577	0.33%	293	0.14%	-284	-0.19	0/100	0/100
B.A.T.	44063	25.55%	52729	25.69%	8666	0.14	0/100	0/100
-INDUSTRY BRANDED SAVINGS	172455	15.58%	205191	15.43%	32736		0/100	0/100
PL/BLK & WHT								
OTHER MISC MANUFTURS	2995	3.83%	3085	2.50%	90	-1.33	0/100	0/100
R.J. REYNOLDS	75148	96.22%	120426	97.58%	45278	1.36	0/100	0/100
PHILIP MORRIS			-2		-2		0/100	0/100
LIGGETT & MYERS	-43	0.05%	-124	0.10%	-81	-0.05	0/100	0/100
B.A.T.	-2		15	0.01%	17	0.01	0/100	0/100
-INDUSTRY PL/BLK & WHT	78099	7.05%	123400	9.28%	45301		0/100	0/100
- INDUSTRY- SAVINGS	250553	22.63%	328592	24.72%	78039		0/100	0/100
-INDUSTRY- TOTAL	1106827	100.00%	1329018	100.00%	222191		0/100	0/100
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS	6092	0.55%	5909	0.44%	-183	-0.11	0/100	0/100
R.J. REYNOLDS	283680	25.63%	391494	29.45%	107814	3.82	0/100	0/100
PHILIP MORRIS	593997	53.66%	680044	51.16%	86047	-2.50	0/100	0/100
LORILLARD	112899	10.20%	126700	9.53%	13801	-0.67	0/100	0/100
LIGGETT & MYERS	2880	0.26%	2723	0.20%	-157	-0.06	0/100	0/100
B.A.T.	107279	9.69%	122148	9.19%	14869	-0.50	0/100	0/100
-COMBINED- INDUSTRY	1106827	100.00%	1329018	100.00%	222191		0/100	0/100

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2836

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BY CHAIN: HESS MART

++ TOTAL STORES ++ PRD 1: 159 PRD 2: 164	++ P E R I O D 1 ++ 01/01/97 - 06/30/97		++ P E R I O D 2 ++ 07/01/97 - 12/31/97		+ / -	+ / -	PER 2 PK/CT	PER 1 PK/CT
** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	CARTONS	SHARE	RATIO	RATIO
TOT ST MORITZ			1		1			
TOT DUNHILL			4		4			
TOTAL OTH FULL PRICE			5		5			
TOT MONTCLAIR(G)	3098	0.28%	2819	0.21%	-279	-0.07		
TOTAL OTH BRANDED SAVINGS	3098	0.28%	2819	0.21%	-279	-0.07		
TOT COMMONWEALTH	16		-11		-27			
TOT WAVE	26		40		14			
TOT CHECKERS	2953	0.27%	3056	0.23%	103	-0.04		
TOTAL OTH PL/BLK & WHT	2995	0.27%	3085	0.23%	90	-0.04		
TOTAL OTHER MISC MANUFTURS	6092	0.55%	5909	0.44%	-183	-0.11		
TOT CAMEL REG	5526	0.50%	7267	0.55%	1741	0.05		
TOT CAMEL XREG	43398	3.92%	54634	4.11%	11236	0.19		
TOT CAMEL	48924	4.42%	61901	4.66%	12977	0.24		
TOT MORE	3339	0.30%	3375	0.25%	36	-0.05		
TOT NOW	4093	0.37%	4270	0.32%	177	-0.05		
TOT SALEM	32588	2.94%	40632	3.06%	8044	0.12		
TOT VANTAGE	10367	0.94%	10540	0.79%	173	-0.15		
TOT WINSTON SELECT	4459	0.40%	5045	0.38%	586	-0.02		
TOT WINSTON XSEL	46771	4.23%	70999	5.34%	24228	1.11		
TOT WINSTON	51230	4.63%	76044	5.72%	24814	1.09		
TOTAL RJR FULL PRICE	150541	13.60%	196763	14.81%	46222	1.21		
TOT MONARCH	6451	0.58%	6688	0.50%	237	-0.08		
TOT DORAL	49833	4.50%	65916	4.96%	16083	0.46		
TOT MAGNA	1114	0.10%	1201	0.09%	87	-0.01		
TOT CENTURY	322	0.03%	256	0.02%	-66	-0.01		
TOT STERLING	271	0.02%	243	0.02%	-28			
TOTAL RJR BRANDED SAVINGS	57990	5.24%	74304	5.59%	16314	0.35		
TOT SIGNATURE	74984	6.77%	120327	9.05%	45343	2.28		
TOT PRICE MASTER	154	0.01%	89	0.01%	-65			
TOT WORTH	10		11		1			
TOTAL RJR PL/BLK & WHT	75148	6.79%	120426	9.06%	45278	2.27		
TOTAL R.J. REYNOLDS	283680	25.63%	391494	29.46%	107814	3.83		
TOT BENSON & HEDGE	23158	2.09%	24963	1.88%	1805	-0.21		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2837

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 159 PRD 2: 164 01/01/97 - 06/30/97 07/01/97 - 12/31/97

PL/BLK & WHT	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT BEN & HED MULT	46		45		-1			
TOT MERIT	31458	2.84%	33635	2.53%	2177	-0.31		
TOT MARLBORO	438739	39.64%	507071	38.15%	68332	-1.49		
TOT PARLIAMENT	15312	1.38%	17816	1.34%	2504	-0.04		
TOT COMMANDER	6		6					
TOT SARATOGA	786	0.07%	739	0.06%	-47	-0.01		
TOT VIRGINIA SLIMS	23353	2.11%	27232	2.05%	3879	-0.06		
TOT PLAYERS (20)	157	0.01%	45		-112	-0.01		
TOTAL PM FULL PRICE	533016	48.16%	611552	46.02%	78536	-2.14		
TOT ALPINE (G)	2652	0.24%	2893	0.22%	241	-0.02		
TOT BRISTOL	176	0.02%	198	0.01%	22	-0.01		
TOT BUCKS	273	0.02%	189	0.01%	-84	-0.01		
TOT BASIC	51131	4.62%	58499	4.40%	7368	-0.22		
TOT CAMBRIDGE	6748	0.61%	6715	0.51%	-33	-0.10		
TOTAL PM BRANDED SAVINGS	60981	5.51%	68494	5.15%	7513	-0.36		
TOT EAGLE GENCO			-2		-2			
TOTAL PM PL/BLK & WHT			-2		-2			
TOTAL PHILIP MORRIS	593997	53.67%	680044	51.17%	86047	-2.50		
TOT KENT	7274	0.66%	7655	0.58%	381	-0.08		
TOT MAX	216	0.02%	198	0.01%	-18	-0.01		
TOT NEWPORT	93303	8.43%	105282	7.92%	11979	-0.51		
TOT STYLE	28				-28			
TOT TRUE	6331	0.57%	7012	0.53%	681	-0.04		
TOTAL LOR FULL PRICE	107153	9.68%	120147	9.04%	12994	-0.64		
TOT OLD GOLD (G)	5692	0.51%	6490	0.49%	798	-0.02		
TOT STYLE (G)	50		63		13			
TOT MAVERICK SPECI	4				-4			
TOTAL LOR BRANDED SAVINGS	5747	0.52%	6553	0.49%	806	-0.03		
TOTAL LORILLARD	112899	10.20%	126700	9.53%	13801	-0.67		
TOT CHESTERFIELD	251	0.02%	251	0.02%				
TOT EVE	903	0.08%	1012	0.08%	109			
TOT L&M	466	0.04%	513	0.04%	47			
TOT LARK	726	0.07%	779	0.06%	53	-0.01		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ PRD 1: 159 PRD 2: 164	++ P E R I O D 1 ++ 01/01/97 - 06/30/97		++ P E R I O D 2 ++ 07/01/97 - 12/31/97				PER 2	PER 1
FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PK/CT RATIO	PK/CT RATIO
TOTAL L&M FULL PRICE	2346	0.21%	2554	0.19%	208	-0.02		
TOT PYRAMID	577	0.05%	293	0.02%	-284	-0.03		
TOTAL L&M BRANDED SAVINGS	577	0.05%	293	0.02%	-284	-0.03		
TOT TOURNEY	-43		-124	0.01%	-81	-0.01		
TOTAL L&M PL/BLK & WHT	-43		-124	0.01%	-81	-0.01		
TOTAL LIGGETT & MYERS	2880	0.26%	2723	0.20%	-157	-0.06		
TOT CARLTON	12728	1.15%	13311	1.00%	583	-0.15		
TOT PALL MALL	8184	0.74%	8864	0.67%	680	-0.07		
TOT TAREYTON	3933	0.36%	4210	0.32%	277	-0.04		
TOT BELAIR	993	0.09%	1037	0.08%	44	-0.01		
TOT CAPRI TRIM	6401	0.58%	7071	0.53%	670	-0.05		
TOT KOOL	26451	2.39%	30116	2.27%	3665	-0.12		
TOT LUCKY STRIKE	2374	0.21%	2658	0.20%	284	-0.01		
TOT RALEIGH	700	0.06%	637	0.05%	-63	-0.01		
TOT BARCLAY	1454	0.13%	1502	0.11%	48	-0.02		
TOTAL B&W FULL PRICE	63218	5.71%	69405	5.22%	6187	-0.49		
TOT MISTY	10557	0.95%	10355	0.78%	-202	-0.17		
TOT GPC APR	27756	2.51%	36498	2.75%	8742	0.24		
TOT RALEIGH EX	345	0.03%	200	0.02%	-145	-0.01		
TOT RICHLAND(20)	1				-1			
TOT VICEROY (G)	5404	0.49%	5675	0.43%	271	-0.06		
TOTAL B&W BRANDED SAVINGS	44063	3.98%	52729	3.97%	8666	-0.01		
TOT PRIME	-2		15		17			
TOTAL B&W PL/BLK & WHT	-2		15		17			
TOTAL B.A.T.	107279	9.69%	122148	9.19%	14869	-0.50		
-INDUSTRY- TOTAL	1106827	100.00%	1329018	100.00%	222191		0/100	0/100
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS	6092	0.55%	5909	0.44%	-183	-0.11	0/100	0/100
R.J. REYNOLDS	283680	25.63%	391494	29.45%	107814	3.82	0/100	0/100
PHILIP MORRIS	593997	53.66%	680044	51.16%	86047	-2.50	0/100	0/100

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2839

CAM530B5 1 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 01/22/98 07:39
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART

++ TOTAL STORES ++ PRD 1: 159 PRD 2: 164	++ P E R I O D 1 ++ 01/01/97 - 06/30/97		++ P E R I O D 2 ++ 07/01/97 - 12/31/97		+ / -	+ / -	PER 2 PK/CT	PER 1 PK/CT
COMPANY TOTALS(ALL BRANDS)	#CTNS	SHARE	#CTNS	SHARE	CARTONS	SHARE	RATIO	RATIO
LORILLARD	112899	10.20%	126700	9.53%	13801	-0.67	0/100	0/100
LIGGETT & MYERS	2880	0.26%	2723	0.20%	-157	-0.06	0/100	0/100
B.A.T.	107279	9.69%	122148	9.19%	14869	-0.50	0/100	0/100
-COMBINED- INDUSTRY	1106827	100.00%	1329018	100.00%	222191		0/100	0/100

51851 2840

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT ACCOUNT INFORMATION MANAGEMENT
SHARE OF PROMOTION BY COMPANY
CARTON EQUIVALENT SUMMARY

BY CHAIN: HESS MART

++ TOTAL STORES ++ PRD 1: 159 PRD 2: 164	++ P E R I O D 1 ++ 01/01/97 - 06/30/97 CTNS	SHARE	++ P E R I O D 2 ++ 07/01/97 - 12/31/97 CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
R.J. REYNOLDS	8479	37.16%	13635	21.24%	5156	-15.92
PHILIP MORRIS	12709	55.71%	49348	76.90%	36639	21.19
B.A.T.	1624	7.11%	1187	1.84%	-437	-5.27
-INDUSTRY FULL PRICE	22812	68.17%	64170	83.70%	41358	
BRANDED SAVINGS						
R.J. REYNOLDS	5619	52.77%	6590	52.74%	971	-0.03
PHILIP MORRIS	3842	36.08%	5884	47.09%	2042	11.01
B.A.T.	1186	11.13%	19	0.15%	-1167	-10.98
-INDUSTRY BRANDED SAVINGS	10647	31.82%	12493	16.29%	1846	
-INDUSTRY						
-INDUSTRY- TOTAL	33459	100.00%	76663	100.00%	43204	
COMBINED TOTALS						
R.J. REYNOLDS	14098	42.13	20225	26.38	6127	-15.75
PHILIP MORRIS	16551	49.46	55232	72.04	38681	22.58
B.A.T.	2810	8.39	1206	1.57	-1604	-6.82
-COMBINED- INDUSTRY	33459	100.00%	76663	100.00%	43204	

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 159 PRD 2: 164 01/01/97 - 06/30/97 07/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100	E	9999999999	11		33		22
KOOL M 100	G	9999999999	116		302		186
KOOL M 100	I	9999999999	101				101
KOOL M 100 BX	E	9999999999	1		5		4
KOOL M 100 BX	G	9999999999	12		18		6
KOOL M 100 BX	I	9999999999	286				286
KOOL M 85 BX	E	9999999999	1		5		4
KOOL M 85 BX	G	9999999999	80		260		180
KOOL M 85 BX	I	9999999999	291				291
KOOL M 85 SP	E	9999999999	33		87		54
KOOL M 85 SP	G	9999999999	116		302		186
KOOL M 85 SP	I	9999999999	303				303
KOOL MILD M 100 BX	G	9999999999	6		5		1
KOOL MILDS M 100	E	9999999999			7		7
KOOL MILDS M 85 BX	E	9999999999	2				2
KOOL MILDS M 85 BX	G	9999999999	6		3		3
KOOL MILDS M 85 BX	I	9999999999	94				94
KOOL MILDS M 85 SP	E	9999999999	7		9		2
KOOL MILDS M 85 SP	G	9999999999	58		151		93
KOOL MILDS M 85 SP	I	9999999999	101		1		100
TOTAL KOOL			1625	6.14%	1188	3.94%	-437
TOTAL B&W FULL PRICE			1625	2.57%	1188	1.71%	-437
MISTY SL LT M100B	E	9999999999	184				184
MISTY SL LT M100B	U	9999999999	3				3
MISTY SL LT 100BX	E	9999999999	184				184
MISTY SL LT 100BX	U	9999999999	3				3
MISTY SLM F M 100B	U	9999999999	3				3
MISTY SLM FF 100 B	U	9999999999	3				3
MISTY SLM L M 120B	U	9999999999	3				3
MISTY SLM LT 120 B	U	9999999999	3				3
MISTY ULT M 100 BX	E	9999999999	92				92
MISTY ULT 100 BX	E	9999999999	92				92
TOTAL MISTY			570	5.40%			-570
GPC APR FF 100 BX	C	9999999999	46		6		40
GPC APR FF 100 BX	U	9999999999	44				44
GPC APR FF 100 SP	U	9999999999	174				174
GPC APR FF 85 BX	C	9999999999	46		6		40
GPC APR FF 85 BX	U	9999999999	44				44
GPC APR FF 85 SP	U	9999999999	174				174

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2842

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 159 PRD 2: 164 01/01/97 - 06/30/97 07/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
GPC APR LT 100 BX	C	9999999999	23		3		20
GPC APR LT 100 BX	U	9999999999	22				22
GPC APR LT 85 BX	C	9999999999	23		3		20
GPC APR LT 85 BX	U	9999999999	22				22
TOTAL GPC APR			618	2.23%	18	0.05%	-600
TOTAL B&W BRANDED SAVINGS			1188	2.70%	18	0.03%	-1170
TOTAL B.A.T.			2813	2.62%	1206	0.99%	-1607
B&H DLX ULM100BX	J	9999999999	93		306		213
B&H DLX ULM100BX	P	9999999999	52				52
B&H DLX UL100B	J	9999999999			219		219
B&H F 100 SP	J	9999999999	291		527		236
B&H LT F 100 SP	J	9999999999			221		221
B&H LT M 100 SP	J	9999999999	93		306		213
B&H LT M 100 SP	P	9999999999	52				52
B&H M 100 SP	J	9999999999	93		519		426
B&H M 100 SP	P	9999999999	104				104
TOTAL BENSON & HEDGES			778	3.36%	2098	8.40%	1320
MERIT F 85 BX	J	9999999999	422		266		156
MERIT F 85 BX	P	9999999999			144		144
MERIT F 85 SP	J	9999999999	24		12		12
MERIT F 85 SP	P	9999999999			3		3
MERIT ULT 100	J	9999999999	18		12		6
MERIT ULT 100B	J	9999999999	390		263		127
MERIT ULT 100B	M	9999999999	10				10
MERIT ULT 100B	P	9999999999			144		144
MERIT ULT 85B	J	9999999999	438		271		167
MERIT ULT 85B	P	9999999999			144		144
MERIT ULT 85SP	J	9999999999	431		278		153
MERIT ULT 85SP	P	9999999999			3		3
TOTAL MERIT			1733	5.51%	1540	4.58%	-193
MARL L M 100BX	J	9999999999			436		436
MARL L M 100BX	P	9999999999	59		159		100
MARL L M 85 BX	J	9999999999	20		840		820
MARL L M 85 BX	P	9999999999	118		318		200
MARL LT M 100 SP	J	9999999999			6		6
MARL LT M 85 SP	J	9999999999			12		12
MARL LT 100 BX	N	9999999999	361		3675		3314

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2843

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++					++ P E R I O D 1 ++		++ P E R I O D 2 ++		
PRD 1: 159 PRD 2: 164					01/01/97 - 06/30/97		07/01/97 - 12/31/97		
PROMOTION			ITEM NO.		VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
MARL LT 100 BX	P		9999999999		818				818
MARL MED F85 SP	N		9999999999		180		1119		939
MARL MED F85BX	N		9999999999		1		745		744
MARL MED F85BX	P		9999999999		818				818
MARLBORO F 85 BX	N		9999999999		722		16661		15939
MARLBORO F 85 BX	P		9999999999		2454				2454
MARLBORO LT85 BX	N		9999999999		542		15168		14626
MARLBORO LT85 BX	P		9999999999		2454				2454
MARLBORO M 85 BX	J		9999999999		17		408		391
MARLBORO M 85 BX	N		9999999999				3		3
MARLBORO M 85 SP	J		9999999999				15		15
MARLBORO M 85 SP	P		9999999999		59		159		100
TOTAL MARLBORO					8623	1.97%	39724	7.83%	31101
PARLIAMENT LM KG B	A		9999999999		4				4
PARLIAMENT LM KG B	C		9999999999				20		20
PARLIAMENT LM KG B	I		9999999999		464		10		454
PARLIAMENT LM KG B	J		9999999999		153		288		135
PARLIAMENT LM KG B	P		9999999999		16				16
PARLIAMENT LM 100B	A		9999999999		12				12
PARLIAMENT L85B	C		9999999999				60		60
PARLIAMENT L85B	J		9999999999		495		1566		1071
PARLIAMENT L85B	P		9999999999		48				48
TOTAL PARLIAMENT					1192	7.78%	1944	10.91%	752
V SLIMS F 100	J		9999999999				871		871
V SLIMS F 100	P		9999999999		96		93		3
V SLIMS LM100 BX	J		9999999999				824		824
V SLIMS LM100 BX	P		9999999999		96		93		3
V SLIMS LT100 BX	J		9999999999				824		824
V SLIMS LT100 BX	P		9999999999		96		93		3
V SLIMS LT120 BX	J		9999999999				190		190
V SLIMS M 100	J		9999999999				681		681
V SLIMS M 100	P		9999999999		96		93		3
V SLIMS ULT100BX	J		9999999999				143		143
V SLIMS UM100 BX	J		9999999999				143		143
TOTAL VIRGINIA SLIMS					384	1.64%	4048	14.86%	3664
TOTAL PM FULL PRICE					12710	2.38%	49354	8.07%	36644
BASIC FF KG BX	J		9999999999		323		358		35

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2844

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 159 PRD 2: 164 01/01/97 - 06/30/97 07/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
BASIC FF KG BX	M	9999999999	90		157		67
BASIC FF M KG BX	J	9999999999	474		78		396
BASIC FF M 100	J	9999999999	177		80		97
BASIC FF 100	J	9999999999	301		1176		875
BASIC FF 100	M	9999999999	121		176		55
BASIC FF 85	J	9999999999	376		891		515
BASIC FF 85	M	9999999999	49		19		30
BASIC LT KG BX	I	9999999999	17		7		10
BASIC LT KG BX	J	9999999999	402		367		35
BASIC LT KG BX	M	9999999999	90		157		67
BASIC LT M 100	J	9999999999	177		78		99
BASIC LT M 85	J	9999999999	181		78		103
BASIC LT 100	J	9999999999	582		1176		594
BASIC LT 100	M	9999999999	121		176		55
BASIC LT 85	J	9999999999	272		891		619
BASIC LT 85	M	9999999999	49		19		30
TOTAL BASIC			3802	7.44%	5884	10.06%	2082
CAMBRIDGE F 100	L	9999999999	15				15
CAMBRIDGE F 85	L	9999999999	5				5
CAMBRIDGE LT F85	L	9999999999	5				5
CAMBRIDGE LTF100	L	9999999999	15				15
TOTAL CAMBRIDGE			40	0.59%			-40
TOTAL PM BRANDED SAVINGS			3842	6.30%	5884	8.59%	2042
TOTAL PHILIP MORRIS			16552	2.79%	55238	8.12%	38686
CAMEL F 85 HP	C	9999999999	4				4
CAMEL F 85 HP	I	9999999999	2259		3601		1342
CAMEL F 85 HP	P	9999999999	314		482		168
CAMEL F 85 SP	C	9999999999	4				4
CAMEL F 85 SP	I	9999999999	256				256
CAMEL LT F 85 HP	C	9999999999	4				4
CAMEL LT F 85 HP	E	9999999999	4				4
CAMEL LT F 85 HP	I	9999999999	1662		3151		1489
CAMEL LT F 85 HP	P	9999999999	314		482		168
CAMEL LT F 85 SP	C	9999999999	4				4
CAMEL LT F 85 SP	I	9999999999	256				256
CAMEL LT F 99 BX	I	9999999999	575		450		125
CAMEL M LT83 BX	I	9999999999	751		326		425
CAMEL M LT83 BX	P	9999999999	42				42
CAMEL M 83 BX	C	9999999999	4				4
CAMEL M 83 BX	E	9999999999	25		35		10

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

PROMOTION		ITEM NO.	++ P E R I O D 1 ++ 01/01/97 - 06/30/97 VOLUME	PROM %	++ P E R I O D 2 ++ 07/01/97 - 12/31/97 VOLUME	PROM %	+/- VOLUME
++ TOTAL STORES ++ PRD 1: 159 PRD 2: 164							
CAMEL M 83 BX	I	9999999999	778		329		449
CAMEL M 83 BX	P	9999999999	42				42
TOTAL CAMEL XREG			7298	16.82%	8856	16.21%	1558
TOTAL CAMEL			7298	16.82%	8856	16.21%	1558
SALEM LT M 100 SP	E	9999999999			22		22
TOTAL SALEM					22	0.05%	22
WINSTON F 100	I	9999999999			454		454
WINSTON F 85 BX	C	9999999999	4				4
WINSTON F 85 BX	E	9999999999			37		37
WINSTON F 85 BX	I	9999999999			1280		1280
WINSTON F 85 BX	P	9999999999	122		295		173
WINSTON F 85 SP	I	9999999999	-5		227		232
WINSTON F 85 SP	P	9999999999	464		301		163
WINSTON L F 100 B	C	9999999999	4				4
WINSTON LT F 85 BX	C	9999999999	4				4
WINSTON LT F 85 BX	E	9999999999			37		37
WINSTON LT F 85 BX	I	9999999999			1280		1280
WINSTON LT F 85 BX	J	9999999999			24		24
WINSTON LT F 85 BX	P	9999999999	122		295		173
WINSTON LT F 85 SP	I	9999999999			227		227
WINSTON LT F 85 SP	P	9999999999	464		301		163
TOTAL WINSTON XSEL			1179	2.52%	4758	6.70%	3579
TOTAL WINSTON			1179	2.52%	4758	6.70%	3579
TOTAL RJR FULL PRICE			8477	5.63%	13636	6.93%	5159
DORAL F 100	E	9999999999	2				2
DORAL F 100	I	9999999999	352				352
DORAL F 100	J	9999999999	619		733		114
DORAL F 100	M	9999999999			1		1
DORAL F 100	P	9999999999	230		1		229
DORAL F 85 SP	E	9999999999	2				2
DORAL F 85 SP	J	9999999999	344		23		321
DORAL FF M 83 BX	J	9999999999	212		664		452
DORAL FF 100 BX	I	9999999999	156				156
DORAL FF 100 BX	J	9999999999	212		664		452
DORAL FF 100 BX	P	9999999999			331		331

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2846

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BY CHAIN: HESS MART

++ TOTAL STORES ++					++ P E R I O D 1 ++		++ P E R I O D 2 ++		
PRD 1: 159 PRD 2: 164					01/01/97 - 06/30/97		07/01/97 - 12/31/97		
PROMOTION			ITEM NO.		VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
DORAL FF 100 BX	U		9999999999		59				59
DORAL LT F 100	E		9999999999		2				2
DORAL LT F 100	J		9999999999		565		668		103
DORAL LT F 100	M		9999999999				2		2
DORAL LT F 100	P		9999999999		230		1		229
DORAL LT F 85	E		9999999999		2				2
DORAL LT F 85	I		9999999999		232				232
DORAL LT F 85	J		9999999999		341		103		238
DORAL LT F 85	M		9999999999				2		2
DORAL LT M 100	J		9999999999				138		138
DORAL LT M 100	M		9999999999				2		2
DORAL LT M 85	J		9999999999				134		134
DORAL LT 100 BX	I		9999999999		156				156
DORAL LT 100 BX	J		9999999999		132		134		2
DORAL LT 100 BX	U		9999999999		59				59
DORAL LT 83 BX	I		9999999999		118				118
DORAL LT 83 BX	J		9999999999		344		664		320
DORAL LT 83 BX	P		9999999999		230		1		229
DORAL LT 83 BX	U		9999999999		59				59
DORAL M 100	P		9999999999				331		331
DORAL M 85	P		9999999999				331		331
DORAL ULT F 100	J		9999999999		212		664		452
DORAL 85 B DSCT	I		9999999999		118				118
DORAL 85 B DSCT	J		9999999999		344		664		320
DORAL 85 B DSCT	P		9999999999		230		332		102
DORAL 85 B DSCT	U		9999999999		59				59
TOTAL DORAL					5621	11.28%	6588	9.99%	967
TOTAL RJR BRANDED SAVINGS					5621	9.69%	6588	8.87%	967
TOTAL R.J. REYNOLDS					14098	4.97%	20224	5.17%	6126

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2847

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 159 PRD 2: 164 01/01/97 - 06/30/97 07/01/97 - 12/31/97

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL INDUSTRY		33463	3.02%	76668	5.77%	43205

51851 2848

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Job Name	:GSIS728R
Job Number	:02052
User	:
File Name	:U7312.GSIS728R.02052.WRK00.980122074543.P02-NH-DM1240
Destination	:\\NYmain1\HPLJ4SI
U Number	:U7312
Delivery	:PRINTER
Formatting	:0

** Note ** : New and faster print delivery progam! If you have any print problems contact Jon Hooper @ 7769.

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJR Account Analysis
For RJR Internal Use ONLY

Hess Mart
Convenience Chain
Chain ID: 0353-03-00
# of Stores: 168

RJR Responsibility: G. N. Kuruc, Jr.

AIM Data

	1997		4th Qtr								
	Carton Volume	SOM	Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.
Industry											
Full Price	1,856,705	76.41%	515,868	75.40%	-1.01%						
Brd. Savings	377,647	15.54%	104,873	15.33%	-0.21%						
PL/BW	195,575	8.05%	63,439	9.27%	+1.22%						
Total Savings	573,222	23.59%	168,312	24.60%	+1.01%						
Total	2,429,927	100.00%	684,180	100.00%							
RJR		SOC		SOC			SOC			SOC	
RJR Full Price	347,310	18.71%	110,067	21.34%	+2.63%						
RJR Brd.Sav	132,294	35.03%	39,100	37.28%	+2.25%						
RJR PL/BW	195,575	100.00%	62,993	99.30%	-0.70%						
RJR Tot Savings	327,869	57.20%	102,093	60.66%	+3.46%						
		SOM		SOM			SOM			SOM	
Total RJR	676,179	27.79%	212,160	31.01%	+3.22%						
Camel Ex Reg	110,831	4.56%	30,720	4.49%	-0.07%						
Winston	127,275	5.24%	43,203	6.31%	+1.08%						
Doral	115,748	4.76%	35,059	5.12%	+0.36%						
Salem	73,220	3.01%	22,705	3.32%	+0.31%						
Marlboro	945,810	38.92%	255,553	37.35%	-1.57%						
Newport	198,584	8.17%	52,128	7.62%	-0.55%						
Basic	109,630	4.51%	28,927	4.23%	-0.28%						
GPC	64,254	2.64%	19,281	2.82%	+0.17%						
Monarch	13,139	0.54%	3,282	0.48%	-0.06%						
Kool	56,567	2.33%	16,105	2.35%	+0.03%						

AIM Data

Avg Wkly Cartons/Per Store

	Industry	RJR	# of Stores
1997	277	77	168
4th Qtr	323	100	161

RJR Profitability

	1997	4th Qtr
Contract Cost / Ctns	$0.64	$0.51
Promotional Cost / Ctns	$0.64	$0.79
Total Cost per Carton	$1.29	$1.30
Profit per Carton	***$3.24***	***$3.23***
Total RJR Net Profit $	$2,189,275	$686,002

Current Situation

RJR Level II Contract in all stores
Manufacturer co-existence in all stores
Forsyth Private Label-Signature

Goals for Account

Maintain current presence.

	Base	YTD	Diff.
RJR Full Price SOM	18.70%	21.33%	+2.63%
RJR Share of Savings	56.60%	60.60%	+4.00%
Total RJR SOM	27.71%	31.00%	+3.29%
Camel Ex Reg SOM	4.02%	4.49%	+0.47%
Doral SOM	4.75%	5.12%	+0.37%

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJR Account Analysis
For RJR Internal Use Only

Hess Mart
Convenience Chain
Chain ID: 0353-03-00
# of Stores: 168

1997

Action Plan:
Sell/implement all National Promotions
Sell/implement all Quarterly Marlboro Defense Programs
Implement CTS Store openings
Keep Category Manager updated on volume, share of market, and Signature status
Update on FDA Regulation status

Results:
Sold/implemented all National Promotions
Sold/implemented all Quarterly Marlboro Defense Programs
CTS Stores opened in Elmira Heights, Syracuse NY, and Bethlehem, PA
Kept Category Manager updated on volume, share of market, and Signature status
Updated on FDA Regulation status

[redacted]

4th Qtr

Action Plan:
Sell/implement 4th Qtr. Marlboro Defense Program
Sell/implement 4th Qtr. Forsyth Program
Keep Category Manager updated on volume, share of market, and Signature status

Results:
Sold/implemented 4th Qtr. Marlboro Defense Program
Sold/implemented 4th Qtr. Forsyth Program
Kept Category Manager updated on volume, share of market, and Signature status

[redacted]

Action Plan:

Results:

[redacted]

Action Plan:

Results:

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 035303XX

*** 10/06/97 Thru 01/04/98 *** Total Stores: 163

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	256468.0	37.7%	DORAL	35368.0	5.2%
NEWPORT	45099.0	6.6%	BASIC	29490.0	4.3%
WINSTON	42870.0	6.3%	GPC APR	19630.0	2.9%
CAMEL	35416.0	5.2%	Other	22355.5	3.3%
SALEM	22912.0	3.4%	Total	106843.5	15.6%
MERIT	16771.0	2.5%	PL/BLK & WHT	Cartons	SOM
Other	91334.0	13.4%	SIGNATURE	62055.0	9.1%
Total	510870.0	75.0%%	CHECKERS	1381.0	0.2%
			TOURNEY	-124.0	
				-4.0	
			Total	63308.0	9.2%

** Qtr 4 - 1997 ** Total Stores: 164

FULL PRICE	Cartons	SOM
MARLBORO	253813.0	37.0%
NEWPORT	57028.0	8.3%
WINSTON	43134.0	6.3%
CAMEL	34044.7	5.0%
SALEM	22330.0	3.3%
MERIT	16530.0	2.4%
Other	89809.0	13.1%
Total	516688.7	75.3%
BRANDED SAVINGS		
DORAL	34908.0	5.1%
BASIC	29114.0	4.2%
GPC APR	19592.0	2.9%
Other	22021.6	3.2%
Total	105635.6	15.4%
PL/BLK & WHT		
SIGNATURE	62002.0	9.0%
CHECKERS	1403.0	0.2%
TOURNEY	-124.0	
Other	11.0	
Total	63292.0	9.2%

** Qtr 3 - 1997 ** Total Stores: 156

FULL PRICE	Cartons	SOM
MARLBORO	240297.0	39.1%
NEWPORT	46354.0	7.5%
WINSTON	31188.0	5.1%
CAMEL	26658.4	4.3%
SALEM	17339.0	2.8%
MERIT	16478.0	2.7%
Other	82963.0	13.5%
Total	461277.4	74.9%
BRANDED SAVINGS		
DORAL	29670.0	4.8%
BASIC	28475.0	4.6%
GPC APR	16244.0	2.6%
Other	21487.0	3.5%
Total	95876.0	15.5%
PL/BLK & WHT		
SIGNATURE	56209.0	9.1%
CHECKERS	1659.0	0.3%
PRICE MASTER	75.0	
Other	57.0	
Total	58000.0	9.4%

** Qtr 2 - 1997 ** Total Stores: 155

FULL PRICE	Cartons	SOM
MARLBORO	226548.0	40.3%
NEWPORT	42706.0	7.6%
CAMEL	25673.0	4.6%
WINSTON	25670.0	4.6%
SALEM	16420.0	2.9%
MERIT	16051.0	2.9%
Other	80832.0	14.4%
Total	433900.0	77.0%
BRANDED SAVINGS		
DORAL	27432.0	4.9%
BASIC	25296.0	4.5%
GPC APR	14596.0	2.6%
Other	22224.9	3.9%
Total	89548.9	15.9%
PL/BLK & WHT		
SIGNATURE	37692.0	6.7%
CHECKERS	1604.0	0.3%
PRICE MASTER	79.0	
Other	9.0	
Total	39384.0	6.9%

** Qtr 1 - 1997 ** Total Stores: 155

FULL PRICE	Cartons	SOM
MARLBORO	216390.0	39.1%
NEWPORT	51338.0	9.3%
WINSTON	25853.0	4.7%
CAMEL	23278.8	4.2%
SALEM	16481.0	3.0%
MERIT	15633.0	2.8%
Other	80452.0	14.5%
Total	429425.8	77.6%
BRANDED SAVINGS		
BASIC	26499.0	4.8%
DORAL	23057.0	4.2%
GPC APR	13525.0	2.4%
Other	21833.8	3.9%
Total	84914.8	15.3%
PL/BLK & WHT		
SIGNATURE	37484.0	6.8%
CHECKERS	1353.0	0.2%
PRICE MASTER	74.0	
	-2.0	
Total	38909.0	7.0%

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Chain: 035303XX

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/06/97 Thru 01/04/98
TOTAL STORES	155	155	156	164	163
FULL PRICE					
MARLBORO	39.1%	40.3%	39.1%	37.0%	37.7%
NEWPORT	9.3%	7.6%	7.5%	8.3%	6.6%
WINSTON	4.7%	4.6%	5.1%	6.3%	6.3%
CAMEL	4.2%	4.6%	4.3%	5.0%	5.2%
SALEM	3.0%	2.9%	2.8%	3.3%	3.4%
MERIT	2.8%	2.9%	2.7%	2.4%	2.5%
Other	14.5%	14.1%	13.4%	13.0%	13.3%
TOTAL	77.6%	77.0%	74.9%	75.3%	75.0%
BRANDED SAVINGS					
DORAL	4.2%	4.9%	4.8%	5.1%	5.2%
BASIC	4.8%	4.5%	4.6%	4.2%	4.3%
GPC APR	2.4%	2.6%	2.6%	2.9%	2.9%
Other	3.9%	3.9%	3.5%	3.2%	3.2%
TOTAL	15.3%	15.9%	15.5%	15.4%	15.6%
PL/BLK & WHT					
SIGNATURE	6.8%	6.7%	9.1%	9.0%	9.1%
CHECKERS	0.2%	0.3%	0.3%	0.2%	0.2%
TOURNEY					
Other		0.1%			0.1%
TOTAL	7.0%	6.9%	9.4%	9.2%	9.2%
Total Industry Volume					
Cartons	553249.6	562832.9	615153.4	685616.3	681021.5
Vol % Change	N/A	+1.73%	+9.29%	+11.45%	-0.67%
Industry Weekly Average					
Cartons	42557.6	43294.8	47319.4	52739.7	52386.2
Weekly Store Average					
Industry	274.56	279.32	303.32	321.58	321.38
RJR	69.13	72.50	85.78	98.37	100.07

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 035303XX

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/06/97 Thru 01/04/98
TOTAL STORES	155	155	156	164	163
TOTAL SOM					
RJR	25.2%	25.9%	28.3%	30.6%	31.1%
PM	53.2%	54.2%	52.6%	49.7%	50.6%
BAT	10.0%	9.9%	9.3%	9.5%	9.7%
LOR	11.0%	9.3%	9.2%	9.9%	8.2%
L&M	0.3%	0.2%	0.3%	0.2%	0.2%
OTH	0.2%	0.3%	0.3%	0.2%	0.2%
FULL PRICE					
RJR	13.5%	13.6%	13.6%	15.9%	16.2%
PM	47.5%	48.8%	47.2%	44.7%	45.5%
BAT	5.8%	5.6%	5.2%	5.2%	5.4%
LOR	10.5%	8.8%	8.7%	9.4%	7.7%
L&M	0.2%	0.2%	0.2%	0.2%	0.2%
OTH					
All Cigt	77.6%	77.0%	74.9%	75.3%	75.0%
BRANDED SAVINGS					
RJR	4.9%	5.6%	5.5%	5.7%	5.8%
PM	5.7%	5.4%	5.4%	5.0%	5.1%
BAT	4.2%	4.3%	4.1%	4.3%	4.3%
LOR	0.5%	0.5%	0.5%	0.5%	0.5%
L&M	0.1%		0.1%		
OTH					
All Cigt	15.3%	15.9%	15.5%	15.4%	15.6%
PL/BLK & WHT					
RJR	6.8%	6.7%	9.2%	9.0%	9.1%
PM					
BAT					
LOR					
L&M					
OTH	0.2%	0.3%	0.3%	0.2%	0.2%
All Cigt	7.0%	6.9%	9.4%	9.2%	9.2%

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Amerada Hess Corporation
Volume Tracking
1997

51851 2855

Hess Mart

	January	February	March	April	May	June	July	August	September	October	November	December
Total Cartons	184,899	158,470	173,618	167,461	176,598	180,126	181,974	184,822	202,329	230,841	209,963	250,662
Full Price	145,061	121,864	135,835	130,597	134,918	138,758	135,937	138,535	148,400	173,333	157,198	190,072
Bd. Savings	26,868	24,455	26,228	25,245	28,520	28,733	29,101	27,590	33,347	34,659	34,433	38,020
Private Label	12,969	12,150	11,555	11,619	13,159	12,635	16,935	18,696	20,583	22,850	17,709	22,330
Doral	7,309	5,433	8,332	8,087	8,441	9,535	9,141	8,278	11,345	11,238	12,111	12,427
GPC	4,443	4,186	3,796	4,253	4,962	4,579	4,669	4,976	5,801	6,704	6,109	7,053
Basic	7,982	8,182	8,005	7,057	7,612	8,112	8,797	8,203	9,691	9,724	9,451	10,270
Winston	8,940	7,712	7,854	7,764	8,583	7,589	8,308	11,048	10,078	13,493	13,815	16,117
Camel	8,131	6,281	7,426	7,524	8,828	7,834	8,188	7,636	8,309	10,827	12,069	12,072
Salem	5,780	4,863	4,937	5,041	5,324	5,136	5,698	5,204	5,558	6,800	7,303	8,941
Marlboro	74,417	63,201	65,019	63,866	71,123	75,246	68,594	70,532	76,524	86,464	73,926	97,706
Kool	4,212	4,900	3,755	4,746	3,625	3,977	5,143	3,906	3,712	5,205	5,374	5,888
Newport	13,978	11,654	21,763	16,579	10,044	13,221	13,853	13,626	14,490	21,625	13,517	17,796

Hess Co-Op

	January	February	March	April	May	June	July	August	September	October	November	December
Total Cartons	161,565	131,160	148,246	134,285	166,480	173,380	166,965	174,516	181,374	187,454	164,750	195,430
Full Price	140,478	110,389	128,302	116,716	142,570	151,971	142,090	141,469	147,730	157,199	135,115	164,387
Bd. Savings	14,713	14,899	14,270	12,480	17,544	15,321	15,454	18,273	19,142	16,460	18,082	17,279
Private Label	6,374	5,872	5,674	5,089	6,365	6,089	9,421	14,774	14,501	13,794	11,553	13,786
Doral	2,858	1,575	3,194	2,860	4,270	3,379	3,373	4,391	4,609	3,837	4,829	4,188
GPC	1,952	2,129	1,662	1,646	2,514	2,310	2,374	2,646	2,681	2,739	2,345	2,810
Basic	6,090	7,111	6,116	5,004	6,045	6,233	6,334	7,821	8,538	6,729	7,667	6,439
Winston	6,760	5,300	5,582	4,922	6,066	5,929	6,592	8,209	7,133	9,666	8,645	10,446
Camel	5,486	3,656	5,465	4,993	6,345	6,700	4,726	5,272	6,088	6,727	6,175	7,112
Salem	5,658	4,494	4,914	4,310	5,481	5,332	6,126	5,157	5,466	6,568	6,067	7,972
Marlboro	67,363	56,169	64,149	56,864	70,043	81,249	70,935	67,840	71,108	79,322	60,382	81,403
Kool	4,048	4,277	4,375	4,213	3,938	4,162	5,497	3,841	3,810	4,919	5,099	5,137
Newport	22,538	17,558	20,196	18,718	22,628	22,594	22,513	21,866	22,938	23,629	20,517	25,235

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: HESS MART
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1997/10/01 - 1997/12/31 ELAPSED DAYS: 92
1ST.PERIOD DATES: / / - / / ELAPSED DAYS: 0

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
(3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
(5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER RIDE TIER	OVER RIDE SEG	BRAND DESCRIPTION

OVER RIDE	TIER DESCRIPTION
1	FULL PRICE
2	BRANDED SAVINGS
3	PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CLASS:

SALES LEVEL:
CHAIN: 035303XX
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

****
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REPORT MESSAGES:

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAM530B5 1'

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
COMPANY SUMMARY BY TIER
*** PROMOTION VOLUME INCLUDED ***

PAGE: 1
02/19/98 10:21

BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 1: PRD 2: 161

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS			5		5		0/100	
R.J. REYNOLDS			110067	21.33%	110067	21.33	0/100	
PHILIP MORRIS			308688	59.83%	308688	59.83	0/100	
LORILLARD			59686	11.57%	59686	11.57	0/100	
LIGGETT & MYERS			1231	0.23%	1231	0.23	0/100	
B.A.T.			36191	7.01%	36191	7.01	0/100	
-INDUSTRY FULL PRICE			515868	75.39%	515868		0/100	
BRANDED SAVINGS								
OTHER MISC MANUFTURS			1084	1.03%	1084	1.03	0/100	
R.J. REYNOLDS			39100	37.28%	39100	37.28	0/100	
PHILIP MORRIS			33953	32.37%	33953	32.37	0/100	
LORILLARD			3024	2.88%	3024	2.88	0/100	
LIGGETT & MYERS			-44	0.04%	-44	-0.04	0/100	
B.A.T.			27756	26.46%	27756	26.46	0/100	
-INDUSTRY BRANDED SAVINGS			104873	15.32%	104873		0/100	
PL/BLK & WHT								
OTHER MISC MANUFTURS			568	0.89%	568	0.89	0/100	
R.J. REYNOLDS			62993	99.29%	62993	99.29	0/100	
PHILIP MORRIS			-2		-2		0/100	
LIGGETT & MYERS			-124	0.19%	-124	-0.19	0/100	
B.A.T.			4		4		0/100	
-INDUSTRY PL/BLK & WHT			63439	9.27%	63439		0/100	
- INDUSTRY- SAVINGS			168312	24.60%	168312		0/100	
-INDUSTRY- TOTAL			684181	100.00%	684181		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			1657	0.24%	1657	0.24	0/100	
R.J. REYNOLDS			212161	31.00%	212161	31.00	0/100	
PHILIP MORRIS			342639	50.08%	342639	50.08	0/100	
LORILLARD			62710	9.16%	62710	9.16	0/100	
LIGGETT & MYERS			1063	0.15%	1063	0.15	0/100	
B.A.T.			63951	9.34%	63951	9.34	0/100	
-COMBINED- INDUSTRY			684181	100.00%	684181		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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CAM530BS 2'

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 1: PRD 2: 161

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT ST MORITZ			1		1			
TOT DUNHILL			4		4			
TOTAL OTH FULL PRICE			5		5			
TOT MONTCLAIR(G)			1084	0.16%	1084	0.16		
TOTAL OTH BRANDED SAVINGS			1084	0.16%	1084	0.16		
TOT CHECKERS			568	0.08%	568	0.08		
TOTAL OTH PL/BLK & WHT			568	0.08%	568	0.08		
TOTAL OTHER MISC MANUFTURS			1657	0.24%	1657	0.24		
TOT CAMEL REG			4121	0.60%	4121	0.60		
TOT CAMEL XREG			30720	4.49%	30720	4.49		
TOT CAMEL			34841	5.09%	34841	5.09		
TOT MORE			1693	0.25%	1693	0.25		
TOT NOW			2299	0.34%	2299	0.34		
TOT SALEM			22705	3.32%	22705	3.32		
TOT VANTAGE			5326	0.78%	5326	0.78		
TOT WINSTON SELECT			2755	0.40%	2755	0.40		
TOT WINSTON XSEL			40448	5.91%	40448	5.91		
TOT WINSTON			43203	6.31%	43203	6.31		
TOTAL RJR FULL PRICE			110067	16.09%	110067	16.09		
TOT MONARCH			3282	0.48%	3282	0.48		
TOT DORAL			35059	5.12%	35059	5.12		
TOT MAGNA			530	0.08%	530	0.08		
TOT CENTURY			112	0.02%	112	0.02		
TOT STERLING			117	0.02%	117	0.02		
TOTAL RJR BRANDED SAVINGS			39100	5.71%	39100	5.71		
TOT SIGNATURE			62984	9.21%	62984	9.21		
TOT PRICE MASTER			9		9			
TOTAL RJR PL/BLK & WHT			62993	9.21%	62993	9.21		
TOTAL R.J. REYNOLDS			212161	31.01%	212161	31.01		
TOT BENSON & HEDGE			11510	1.68%	11510	1.68		
TOT MERIT			16598	2.43%	16598	2.43		
TOT MARLBORO			255553	37.35%	255553	37.35		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2858

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 161 NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

PL/BLK & WHT	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT PARLIAMENT			9774	1.43%	9774	1.43		
TOT COMMANDER			1		1			
TOT SARATOGA			367	0.05%	367	0.05		
TOT VIRGINIA SLIMS			14882	2.18%	14882	2.18		
TOT PLAYERS (20)			2		2			
TOTAL PM FULL PRICE			308688	45.12%	308688	45.12		
TOT ALPINE (G)			1444	0.21%	1444	0.21		
TOT BRISTOL			118	0.02%	118	0.02		
TOT BUCKS			27		27			
TOT BASIC			28927	4.23%	28927	4.23		
TOT CAMBRIDGE			3437	0.50%	3437	0.50		
TOTAL PM BRANDED SAVINGS			33953	4.96%	33953	4.96		
TOT EAGLE GENCO			-2		-2			
TOTAL PM PL/BLK & WHT			-2		-2			
TOTAL PHILIP MORRIS			342639	50.08%	342639	50.08		
TOT KENT			3913	0.57%	3913	0.57		
TOT MAX			91	0.01%	91	0.01		
TOT NEWPORT			52128	7.62%	52128	7.62		
TOT TRUE			3554	0.52%	3554	0.52		
TOTAL LOR FULL PRICE			59686	8.72%	59686	8.72		
TOT OLD GOLD (G)			3008	0.44%	3008	0.44		
TOT STYLE (G)			16		16			
TOTAL LOR BRANDED SAVINGS			3024	0.44%	3024	0.44		
TOTAL LORILLARD			62710	9.17%	62710	9.17		
TOT CHESTERFIELD			90	0.01%	90	0.01		
TOT EVE			526	0.08%	526	0.08		
TOT L&M			254	0.04%	254	0.04		
TOT LARK			361	0.05%	361	0.05		
TOTAL L&M FULL PRICE			1231	0.18%	1231	0.18		
TOT PYRAMID			-44	0.01%	-44	-0.01		
TOTAL L&M BRANDED SAVINGS			-44	0.01%	-44	-0.01		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2859

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 161 NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

BRANDED SAVINGS	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT TOURNEY			-124	0.02%	-124	-0.02		
TOTAL L&M PL/BLK & WHT			-124	0.02%	-124	-0.02		
TOTAL LIGGETT & MYERS			1063	0.16%	1063	0.16		
TOT CARLTON			6849	1.00%	6849	1.00		
TOT PALL MALL			4431	0.65%	4431	0.65		
TOT TAREYTON			2190	0.32%	2190	0.32		
TOT BELAIR			531	0.08%	531	0.08		
TOT CAPRI TRIM			3701	0.54%	3701	0.54		
TOT KOOL			16105	2.35%	16105	2.35		
TOT LUCKY STRIKE			1348	0.20%	1348	0.20		
TOT RALEIGH			289	0.04%	289	0.04		
TOT BARCLAY			747	0.11%	747	0.11		
TOTAL B&W FULL PRICE			36191	5.29%	36191	5.29		
TOT MISTY			5422	0.79%	5422	0.79		
TOT GPC APR			19281	2.82%	19281	2.82		
TOT RALEIGH EX			53	0.01%	53	0.01		
TOT VICEROY (G)			3001	0.44%	3001	0.44		
TOTAL B&W BRANDED SAVINGS			27756	4.06%	27756	4.06		
TOT PRIME			4		4			
TOTAL B&W PL/BLK & WHT			4		4			
TOTAL B.A.T.			63951	9.35%	63951	9.35		
-INDUSTRY- TOTAL			684181	100.00%	684181		0/100	

COMBINED TOTALS(ALL BRANDS)

OTHER MISC MANUFTURS			1657	0.24%	1657	0.24	0/100	
R.J. REYNOLDS			212161	31.00%	212161	31.00	0/100	
PHILIP MORRIS			342639	50.08%	342639	50.08	0/100	
LORILLARD			62710	9.16%	62710	9.16	0/100	
LIGGETT & MYERS			1063	0.15%	1063	0.15	0/100	
B.A.T.			63951	9.34%	63951	9.34	0/100	
-COMBINED- INDUSTRY			684181	100.00%	684181		0/100	

51851 2860

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CAM530B7 '7

RJRT ACCOUNT INFORMATION MANAGEMENT
SHARE OF PROMOTION BY COMPANY
CARTON EQUIVALENT SUMMARY

PAGE:
02/19/98 10:21

BY CHAIN: HESS MART

++ TOTAL STORES ++
PRD 1: PRD 2: 161

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

	CTNS	SHARE	CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
R.J. REYNOLDS			6398	22.85%	6398	22.85
PHILIP MORRIS			21236	75.84%	21236	75.84
B.A.T.			366	1.30%	366	1.30
-INDUSTRY FULL PRICE			28000	86.13%	28000	
BRANDED SAVINGS						
R.J. REYNOLDS			2379	52.78%	2379	52.78
PHILIP MORRIS			2128	47.21%	2128	47.21
-INDUSTRY BRANDED SAVINGS			4507	13.86%	4507	
-INDUSTRY						
-INDUSTRY- TOTAL			32507	100.00%	32507	
COMBINED TOTALS						
R.J. REYNOLDS			8777	27.00	8777	27.00
PHILIP MORRIS			23364	71.87	23364	71.87
B.A.T.			366	1.12	366	1.12
-COMBINED- INDUSTRY			32507	100.00%	32507	

51851 2861

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 161 NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100	E	9999999999			3		3
KOOL M 100	G	9999999999			114		114
KOOL M 100 BX	G	9999999999			4		4
KOOL M 85 BX	G	9999999999			61		61
KOOL M 85 SP	E	9999999999			8		8
KOOL M 85 SP	G	9999999999			114		114
KOOL MILDS M 85 BX	G	9999999999			3		3
KOOL MILDS M 85 SP	E	9999999999			3		3
KOOL MILDS M 85 SP	G	9999999999			57		57
TOTAL KOOL					367	2.28%	367
TOTAL B&W FULL PRICE					367	1.01%	367
TOTAL B.A.T.					367	0.57%	367
B&H DLX ULM100BX	J	9999999999			3		3
B&H DLX UL100B	J	9999999999			-3		3
B&H F 100 SP	J	9999999999			2		2
B&H LT F 100 SP	J	9999999999			-2		2
B&H LT M 100 SP	J	9999999999			3		3
B&H M 100 SP	J	9999999999					
TOTAL BENSON & HEDGES					3	0.03%	3
MERIT F 85 BX	P	9999999999			144		144
MERIT ULT 100B	P	9999999999			144		144
MERIT ULT 85B	P	9999999999			144		144
TOTAL MERIT					432	2.60%	432
MARL L M 100BX	J	9999999999			417		417
MARL L M 85 BX	J	9999999999			834		834
MARL LT M 100 SP	J	9999999999			6		6
MARL LT M 85 SP	J	9999999999			12		12
MARL LT 100 BX	N	9999999999			6		6
MARL MED F85 SP	N	9999999999			3		3
MARLBORO F 85 BX	N	9999999999			6838		6838
MARLBORO LT85 BX	N	9999999999			6835		6835
MARLBORO M 85 BX	J	9999999999			408		408
MARLBORO M 85 SP	J	9999999999			15		15
TOTAL MARLBORO					15374	6.02%	15374
PARLIAMENT LM KG B	J	9999999999			288		288

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2862

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BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 161 NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
PARLIAMENT L85B	J	9999999999			1560		1560
TOTAL PARLIAMENT					1848	18.91%	1848
V SLIMS F 100	J	9999999999			659		659
V SLIMS F 100	P	9999999999			93		93
V SLIMS LM100 BX	J	9999999999			803		803
V SLIMS LM100 BX	P	9999999999			93		93
V SLIMS LT100 BX	J	9999999999			803		803
V SLIMS LT100 BX	P	9999999999			93		93
V SLIMS LT120 BX	J	9999999999			-1		1
V SLIMS M 100	J	9999999999			660		660
V SLIMS M 100	P	9999999999			93		93
V SLIMS ULT100BX	J	9999999999			143		143
V SLIMS UM100 BX	J	9999999999			143		143
TOTAL VIRGINIA SLIMS					3582	24.07%	3582
TOTAL PM FULL PRICE					21239	6.88%	21239
BASIC FF KG BX	J	9999999999			98		98
BASIC FF M KG BX	J	9999999999			2		2
BASIC FF M 100	J	9999999999			2		2
BASIC FF 100	J	9999999999			496		496
BASIC FF 85	J	9999999999			468		468
BASIC LT KG BX	I	9999999999			4		4
BASIC LT KG BX	J	9999999999			94		94
BASIC LT M 100	J	9999999999			2		2
BASIC LT M 85	J	9999999999			2		2
BASIC LT 100	J	9999999999			496		496
BASIC LT 85	J	9999999999			468		468
TOTAL BASIC					2132	7.37%	2132
TOTAL PM BRANDED SAVINGS					2132	6.28%	2132
TOTAL PHILIP MORRIS					23371	6.82%	23371
CAMEL F 85 HP	I	9999999999			2177		2177
CAMEL F 85 HP	P	9999999999			2		2
CAMEL LT F 85 HP	I	9999999999			2177		2177
CAMEL LT F 85 HP	P	9999999999			2		2
CAMEL M LT83 BX	I	9999999999			310		310
CAMEL M 83 BX	I	9999999999			313		313
TOTAL CAMEL XREG					4981	16.21%	4981

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2863

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 161 NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL CAMEL					4981	16.21%	4981
WINSTON F 100	I	9999999999			188		188
WINSTON F 85 BX	E	9999999999			37		37
WINSTON F 85 BX	P	9999999999			242		242
WINSTON F 85 SP	I	9999999999			94		94
WINSTON F 85 SP	P	9999999999			242		242
WINSTON LT F 85 BX	E	9999999999			37		37
WINSTON LT F 85 BX	P	9999999999			242		242
WINSTON LT F 85 SP	I	9999999999			94		94
WINSTON LT F 85 SP	P	9999999999			242		242
TOTAL WINSTON XSEL					1418	3.51%	1418
TOTAL WINSTON					1418	3.51%	1418
TOTAL RJR FULL PRICE					6399	5.81%	6399
DORAL F 100	J	9999999999			339		339
DORAL F 100	P	9999999999			1		1
DORAL FF M 83 BX	J	9999999999			337		337
DORAL FF 100 BX	J	9999999999			337		337
DORAL LT F 100	J	9999999999			341		341
DORAL LT F 100	P	9999999999			1		1
DORAL LT F 85	J	9999999999			4		4
DORAL LT M 100	J	9999999999			4		4
DORAL LT 83 BX	J	9999999999			337		337
DORAL LT 83 BX	P	9999999999			1		1
DORAL ULT F 100	J	9999999999			337		337
DORAL 85 B DSCT	J	9999999999			337		337
DORAL 85 B DSCT	P	9999999999			1		1
TOTAL DORAL					2377	6.78%	2377
TOTAL RJR BRANDED SAVINGS					2377	6.08%	2377
TOTAL R.J. REYNOLDS					8776	4.14%	8776

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2864

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: HESS MART

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 161 NO.DATA. - NO.DATA. 10/01/97 - 12/31/97

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL INDUSTRY				32514	4.75%	32514

51851 2865

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 035303XX

*** 10/27/97 Thru 01/25/98 *** Total Stores: 160

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	273194.0	39.0%	DORAL	35952.0	5.1%
NEWPORT	45055.0	6.4%	BASIC	30465.0	4.3%
WINSTON	44749.0	6.4%	GPC APR	19852.0	2.8%
CAMEL	34435.3	4.9%	Other	21765.0	3.1%
SALEM	23286.0	3.3%	Total	108034.0	15.4%
MERIT	16803.0	2.4%	PL/BLK & WHT	Cartons	SOM
Other	92758.0	13.2%	SIGNATURE	61743.0	8.8%
Total	530280.3	75.7%%	CHECKERS	561.0	0.1%
			TOURNEY	-125.0	
			Total	62179.0	8.8%

** Qtr 4 - 1997 ** Total Stores: 161

FULL PRICE	Cartons	SOM
MARLBORO	249240.0	37.0%
NEWPORT	55998.0	8.3%
WINSTON	42598.0	6.3%
CAMEL	33666.7	5.0%
SALEM	22050.0	3.3%
MERIT	16216.0	2.4%
Other	88784.0	13.2%
Total	508552.7	75.4%
BRANDED SAVINGS		
DORAL	34301.0	5.1%
BASIC	28347.0	4.2%
GPC APR	18976.0	2.8%
Other	21112.6	3.1%
Total	102736.6	15.2%
PL/BLK & WHT		
SIGNATURE	62002.0	9.2%
CHECKERS	555.0	0.1%
TOURNEY	-124.0	
Other	17.0	
Total	62450.0	9.2%

** Qtr 3 - 1997 ** Total Stores: 153

FULL PRICE	Cartons	SOM
MARLBORO	234933.0	39.1%
NEWPORT	45241.0	7.5%
WINSTON	30612.0	5.1%
CAMEL	26189.4	4.4%
SALEM	17038.0	2.8%
MERIT	16029.0	2.7%
Other	81544.0	13.6%
Total	451586.4	75.1%
BRANDED SAVINGS		
DORAL	28918.0	4.8%
BASIC	27438.0	4.6%
GPC APR	15658.0	2.6%
Other	20220.0	3.4%
Total	92234.0	15.3%
PL/BLK & WHT		
SIGNATURE	56209.0	9.4%
CHECKERS	776.0	0.1%
PRICE MASTER	75.0	
Other	11.0	
Total	57071.0	9.4%

** Qtr 2 - 1997 ** Total Stores: 152

FULL PRICE	Cartons	SOM
MARLBORO	221597.0	40.3%
NEWPORT	41690.0	7.6%
CAMEL	25170.0	4.6%
WINSTON	25075.0	4.6%
SALEM	16181.0	2.9%
MERIT	15646.0	2.8%
Other	79592.0	14.5%
Total	424951.0	77.3%
BRANDED SAVINGS		
DORAL	26652.0	4.9%
BASIC	24126.0	4.4%
GPC APR	14108.0	2.6%
Other	21103.9	3.8%
Total	85989.9	15.6%
PL/BLK & WHT		
SIGNATURE	37692.0	6.9%
CHECKERS	665.0	0.1%
PRICE MASTER	79.0	
	-35.0	
Total	38401.0	6.9%

** Qtr 1 - 1997 ** Total Stores: 152

FULL PRICE	Cartons	SOM
MARLBORO	212273.0	39.2%
NEWPORT	50258.0	9.3%
WINSTON	25474.0	4.7%
CAMEL	22786.8	4.2%
SALEM	16277.0	3.0%
MERIT	15280.5	2.8%
Other	79324.0	14.7%
Total	421673.3	77.9%
BRANDED SAVINGS		
BASIC	25544.0	4.7%
DORAL	22094.0	4.1%
GPC APR	13071.0	2.4%
Other	20773.8	3.8%
Total	81482.8	15.0%
PL/BLK & WHT		
SIGNATURE	37484.0	6.9%
CHECKERS	575.0	0.1%
PRICE MASTER	74.0	
Other	1.0	
Total	38134.0	7.0%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51851 2866

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 035303XX

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	152	152	153	161	160
FULL PRICE					
MARLBORO	39.2%	40.3%	39.1%	37.0%	39.0%
NEWPORT	9.3%	7.6%	7.5%	8.3%	6.4%
WINSTON	4.7%	4.6%	5.1%	6.3%	6.4%
CAMEL	4.2%	4.6%	4.4%	5.0%	4.9%
SALEM	3.0%	2.9%	2.8%	3.3%	3.3%
MERIT	2.8%	2.8%	2.7%	2.4%	2.4%
Other	14.7%	14.5%	13.5%	13.1%	13.3%
TOTAL	77.9%	77.3%	75.1%	75.4%	75.7%
BRANDED SAVINGS					
DORAL	4.1%	4.9%	4.8%	5.1%	5.1%
BASIC	4.7%	4.4%	4.6%	4.2%	4.3%
GPC APR	2.4%	2.6%	2.6%	2.8%	2.8%
Other	3.8%	3.7%	3.3%	3.1%	3.2%
TOTAL	15.0%	15.6%	15.3%	15.2%	15.4%
PL/BLK & WHT					
SIGNATURE	6.9%	6.9%	9.4%	9.2%	8.8%
CHECKERS	0.1%	0.1%	0.1%	0.1%	0.1%
TOURNEY					
Other		0.1%	0.1%	0.1%	0.1%
TOTAL	7.0%	6.9%	9.4%	9.2%	8.8%
Total Industry Volume					
Cartons	541290.1	549341.9	600891.4	673739.3	700493.3
Vol % Change	N/A	+1.48%	+9.38%	+12.12%	+3.97%
Industry Weekly Average					
Cartons	41637.7	42257.0	46222.4	51826.1	53884.1
Weekly Store Average					
Industry	273.93	278.00	302.10	321.90	336.77
RJR	69.40	72.76	86.28	99.24	102.63

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51851 2867

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 035303XX

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	152	152	153	161	160
TOTAL SOM					
RJR	25.3%	26.2%	28.6%	30.8%	30.4%
PM	53.3%	54.3%	52.6%	49.6%	51.9%
BAT	9.9%	9.9%	9.2%	9.4%	9.5%
LOR	10.9%	9.4%	9.2%	9.8%	7.9%
L&M	0.3%	0.2%	0.2%	0.2%	0.2%
OTH	0.1%	0.1%	0.1%	0.1%	0.1%
FULL PRICE					
RJR	13.6%	13.7%	13.7%	15.9%	15.9%
PM	47.7%	49.0%	47.3%	44.7%	46.8%
BAT	5.8%	5.6%	5.2%	5.2%	5.3%
LOR	10.5%	8.9%	8.7%	9.4%	7.5%
L&M	0.2%	0.2%	0.2%	0.2%	0.2%
OTH					
All Cigt	77.9%	77.3%	75.1%	75.4%	75.7%
BRANDED SAVINGS					
RJR	4.8%	5.6%	5.5%	5.7%	5.7%
PM	5.6%	5.3%	5.3%	4.9%	5.1%
BAT	4.1%	4.3%	4.0%	4.2%	4.2%
LOR	0.4%	0.5%	0.5%	0.4%	0.4%
L&M	0.1%				
OTH					
All Cigt	15.0%	15.6%	15.3%	15.2%	15.4%
PL/BLK & WHT					
RJR	6.9%	6.9%	9.4%	9.2%	8.8%
PM					
BAT					
LOR					
L&M					
OTH	0.1%	0.1%	0.1%	0.1%	0.1%
All Cigt	7.0%	6.9%	9.4%	9.2%	8.8%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530301
Chain Name: HESS LONG ISLAND MRT

*** 10/27/97 Thru 01/25/98 *** Total Stores: 5

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	7457.0	45.9%	BASIC	781.0	4.8%
NEWPORT	1330.0	8.2%	DORAL	99.0	0.6%
PARLIAMENT	1254.0	7.7%	MISTY	94.0	0.6%
MERIT	870.0	5.4%	Other	124.0	0.8%
WINSTON	717.0	4.4%	Total	1098.0	6.7%
SALEM	526.0	3.2%	PL/BLK & WHT	Cartons	SOM
Other	2530.0	15.6%	SIGNATURE	457.0	2.8%
Total	14684.0	90.4%			
			Total	457.0	2.8%

** Qtr 4 - 1997 ** Total Stores: 5

FULL PRICE	Cartons	SOM
MARLBORO	6999.0	44.8%
NEWPORT	1582.0	10.1%
PARLIAMENT	1200.0	7.7%
MERIT	814.0	5.2%
WINSTON	690.0	4.4%
SALEM	523.0	3.3%
Other	2352.0	15.0%
Total	14160.0	90.5%
BRANDED SAVINGS		
BASIC	747.0	4.8%
MISTY	96.0	0.6%
DORAL	84.0	0.5%
Other	128.0	0.8%
Total	1055.0	6.7%
PL/BLK & WHT		
SIGNATURE	418.0	2.7%
Total	418.0	2.6%

** Qtr 3 - 1997 ** Total Stores: 4

FULL PRICE	Cartons	SOM
MARLBORO	7271.0	45.9%
NEWPORT	1439.0	9.1%
PARLIAMENT	1257.0	7.9%
MERIT	856.0	5.4%
WINSTON	576.0	3.6%
SALEM	504.0	3.2%
Other	2580.0	16.3%
Total	14483.0	91.4%
BRANDED SAVINGS		
BASIC	630.0	4.0%
DORAL	113.0	0.7%
MISTY	74.0	0.5%
Other	121.0	0.8%
Total	938.0	5.9%
PL/BLK & WHT		
SIGNATURE	424.0	2.7%
Total	424.0	2.6%

** Qtr 2 - 1997 ** Total Stores: 4

FULL PRICE	Cartons	SOM
MARLBORO	6806.0	46.7%
PARLIAMENT	1148.0	7.9%
NEWPORT	1133.0	7.8%
MERIT	796.0	5.5%
WINSTON	496.0	3.4%
CAMEL	484.0	3.3%
Other	2440.0	16.7%
Total	13303.0	91.2%
BRANDED SAVINGS		
BASIC	613.0	4.2%
DORAL	108.0	0.7%
MISTY	99.0	0.7%
Other	115.0	0.8%
Total	935.0	6.4%
PL/BLK & WHT		
SIGNATURE	337.0	2.3%
Total	337.0	2.3%

** Qtr 1 - 1997 ** Total Stores: 4

FULL PRICE	Cartons	SOM
MARLBORO	5510.0	43.0%
NEWPORT	1333.0	10.4%
PARLIAMENT	904.0	7.1%
MERIT	681.0	5.3%
WINSTON	432.0	3.4%
SALEM	416.0	3.2%
Other	2157.0	16.8%
Total	11433.0	89.2%
BRANDED SAVINGS		
BASIC	661.0	5.2%
MISTY	132.0	1.0%
GPC APR	98.0	0.8%
Other	156.0	1.2%
Total	1047.0	8.1%
PL/BLK & WHT		
SIGNATURE	330.0	2.6%
Total	330.0	2.5%

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51851 2869

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530301
Chain Name: HESS LONG ISLAND MRT

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	4	4	4	5	5
FULL PRICE					
MARLBORO	43.0%	46.7%	45.9%	44.8%	45.9%
NEWPORT	10.4%	7.8%	9.1%	10.1%	8.2%
PARLIAMENT	7.1%	7.9%	7.9%	7.7%	7.7%
MERIT	5.3%	5.5%	5.4%	5.2%	5.4%
WINSTON	3.4%	3.4%	3.6%	4.4%	4.4%
SALEM	3.2%	2.9%	3.2%	3.3%	3.2%
Other	16.8%	17.0%	16.3%	15.0%	15.6%
TOTAL	89.2%	91.2%	91.4%	90.5%	90.4%
BRANDED SAVINGS					
BASIC	5.2%	4.2%	4.0%	4.8%	4.8%
DORAL	0.4%	0.7%	0.7%	0.5%	0.6%
MISTY	1.0%	0.7%	0.5%	0.6%	0.6%
Other	1.5%	0.8%	0.7%	0.8%	0.7%
TOTAL	8.1%	6.4%	5.9%	6.7%	6.7%
PL/BLK & WHT					
SIGNATURE	2.6%	2.3%	2.7%	2.7%	2.8%
Other	0.1%		0.1%	0.1%	
TOTAL	2.5%	2.3%	2.6%	2.6%	2.8%
Total Industry Volume					
Cartons	12810.0	14575.0	15845.0	15633.0	16239.0
Vol % Change	N/A	+13.77%	+8.71%	-1.33%	+3.87%
Industry Weekly Average					
Cartons	985.3	1121.1	1218.8	1202.5	1249.1
Weekly Store Average					
Industry	246.32	280.27	304.70	240.50	249.82
RJR	33.85	40.22	43.32	36.78	38.38

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51851 2870

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE TREND SUMMARY BY MANUFACTURER

Chain: 03530301
Chain Name: HESS LONG ISLAND MRT

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	4	4	4	5	5
TOTAL SOM					
RJR	13.8%	14.3%	14.3%	15.3%	15.4%
PM	64.0%	67.6%	67.6%	65.3%	67.0%
BAT	7.7%	6.6%	5.9%	5.9%	6.0%
LOR	14.4%	11.4%	12.2%	13.2%	11.5%
L&M	0.1%	0.1%	0.1%	0.1%	0.1%
OTH					
FULL PRICE					
RJR	10.7%	11.2%	10.8%	12.0%	11.9%
PM	58.5%	63.2%	63.4%	60.4%	62.1%
BAT	5.5%	5.4%	4.9%	4.7%	4.8%
LOR	14.4%	11.4%	12.2%	13.2%	11.5%
L&M	0.1%	0.1%	0.1%	0.1%	0.1%
OTH					
All Cigt	89.2%	91.2%	91.4%	90.5%	90.4%
BRANDED SAVINGS					
RJR	0.5%	0.8%	0.8%	0.6%	0.7%
PM	5.5%	4.4%	4.2%	4.9%	4.9%
BAT	2.2%	1.2%	1.0%	1.2%	1.2%
LOR					
L&M					
OTH					
All Cigt	8.1%	6.4%	5.9%	6.7%	6.7%
PL/BLK & WHT					
RJR	2.6%	2.3%	2.7%	2.7%	2.8%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	2.5%	2.3%	2.6%	2.6%	2.8%

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51851 2871

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530302
Chain Name: HESS NEW JERSEY MART

*** 10/27/97 Thru 01/25/98 *** Total Stores: 4

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	7020.0	43.0%	BASIC	344.0	2.1%
NEWPORT	1349.0	8.3%	DORAL	343.0	2.1%
WINSTON	1018.0	6.2%	GPC APR	175.0	1.1%
PARLIAMENT	892.0	5.5%	Other	413.0	2.5%
CAMEL	636.0	3.9%	Total	1275.0	7.8%
MERIT	589.0	3.6%	PL/BLK & WHT	Cartons	SOM
Other	2918.0	17.9%	SIGNATURE	631.0	3.9%
Total	14422.0	88.3%			
			Total	631.0	3.8%

** Qtr 4 - 1997 ** Total Stores: 4

FULL PRICE	Cartons	SOM
MARLBORO	6406.0	40.6%
NEWPORT	1480.0	9.4%
WINSTON	933.0	5.9%
PARLIAMENT	846.0	5.4%
MERIT	590.0	3.7%
CAMEL	584.0	3.7%
Other	3089.0	19.6%
Total	13928.0	88.2%
BRANDED SAVINGS		
DORAL	368.0	2.3%
BASIC	310.0	2.0%
GPC APR	203.0	1.3%
Other	392.0	2.5%
Total	1273.0	8.0%
PL/BLK & WHT		
SIGNATURE	578.0	3.7%
Total	578.0	3.6%

** Qtr 3 - 1997 ** Total Stores: 4

FULL PRICE	Cartons	SOM
MARLBORO	6391.0	43.8%
NEWPORT	1415.0	9.7%
PARLIAMENT	839.0	5.7%
MERIT	533.0	3.7%
WINSTON	494.0	3.4%
CAMEL	454.0	3.1%
Other	2499.0	17.1%
Total	12625.0	86.5%
BRANDED SAVINGS		
BASIC	386.0	2.6%
DORAL	268.0	1.8%
MONTCLAIR(G)	207.0	1.4%
Other	465.0	3.2%
Total	1326.0	9.0%
PL/BLK & WHT		
SIGNATURE	643.0	4.4%
Total	643.0	4.4%

** Qtr 2 - 1997 ** Total Stores: 4

FULL PRICE	Cartons	SOM
MARLBORO	6849.0	46.5%
NEWPORT	1370.0	9.3%
PARLIAMENT	930.0	6.3%
MERIT	607.0	4.1%
WINSTON	477.0	3.2%
SALEM	469.0	3.2%
Other	2505.0	17.0%
Total	13207.0	89.7%
BRANDED SAVINGS		
BASIC	279.0	1.9%
DORAL	251.0	1.7%
MONTCLAIR(G)	153.0	1.0%
Other	420.0	2.9%
Total	1103.0	7.4%
PL/BLK & WHT		
SIGNATURE	409.0	2.8%
Total	409.0	2.7%

** Qtr 1 - 1997 ** Total Stores: 4

FULL PRICE	Cartons	SOM
MARLBORO	5943.0	43.7%
NEWPORT	1340.0	9.8%
PARLIAMENT	745.0	5.5%
MERIT	561.0	4.1%
WINSTON	514.0	3.8%
CAMEL	497.0	3.7%
Other	2516.0	18.5%
Total	12116.0	89.0%
BRANDED SAVINGS		
BASIC	307.0	2.3%
DORAL	196.0	1.4%
MONTCLAIR	180.0	1.3%
Other	372.0	2.7%
Total	1055.0	7.7%
PL/BLK & WHT		
SIGNATURE	439.0	3.2%
Total	439.0	3.2%

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51851 2872

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530302
Chain Name: HESS NEW JERSEY MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	4	4	4	4	4
FULL PRICE					
MARLBORO	43.7%	46.5%	43.8%	40.6%	43.0%
NEWPORT	9.8%	9.3%	9.7%	9.4%	8.3%
WINSTON	3.8%	3.2%	3.4%	5.9%	6.2%
PARLIAMENT	5.5%	6.3%	5.7%	5.4%	5.5%
CAMEL	3.7%	2.9%	3.1%	3.7%	3.9%
MERIT	4.1%	4.1%	3.7%	3.7%	3.6%
Other	18.4%	17.4%	17.1%	19.5%	17.8%
TOTAL	89.0%	89.7%	86.5%	88.2%	88.3%
BRANDED SAVINGS					
BASIC	2.3%	1.9%	2.6%	2.0%	2.1%
DORAL	1.4%	1.7%	1.8%	2.3%	2.1%
GPC APR	0.7%	0.6%		1.3%	1.1%
Other	3.3%	3.2%	4.6%	2.4%	2.5%
TOTAL	7.7%	7.4%	9.0%	8.0%	7.8%
PL/BLK & WHT					
SIGNATURE	3.2%	2.8%	4.4%	3.7%	3.9%
Other		0.1%		0.1%	0.1%
TOTAL	3.2%	2.7%	4.4%	3.6%	3.8%
Total Industry Volume					
Cartons	13610.0	14719.0	14594.0	15779.0	16328.0
Vol % Change	N/A	+8.14%	-0.84%	+8.11%	+3.47%
Industry Weekly Average					
Cartons	1046.9	1132.2	1122.6	1213.7	1256.0
Weekly Store Average					
Industry	261.72	283.05	280.65	303.42	314.00
RJR	43.57	43.57	48.07	62.32	64.65

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51851 2873

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE TREND SUMMARY BY MANUFACTURER

Chain: 03530302
Chain Name: HESS NEW JERSEY MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	4	4	4	4	4
TOTAL SOM					
RJR	16.6%	15.4%	17.1%	20.6%	20.6%
PM	60.9%	63.6%	60.5%	57.4%	59.3%
BAT	10.4%	9.3%	10.0%	9.8%	9.2%
LOR	11.9%	11.6%	12.2%	12.2%	10.8%
L&M	0.2%	0.1%	0.2%	0.1%	0.1%
OTH					
FULL PRICE					
RJR	11.8%	10.7%	10.7%	14.5%	14.5%
PM	57.9%	61.0%	57.2%	54.8%	56.6%
BAT	7.3%	6.4%	6.3%	6.8%	6.3%
LOR	11.9%	11.5%	12.2%	12.1%	10.8%
L&M	0.1%	0.1%	0.2%	0.1%	0.1%
OTH					
All Cigt	89.0%	89.7%	86.5%	88.2%	88.3%
BRANDED SAVINGS					
RJR	1.6%	1.9%	2.0%	2.4%	2.2%
PM	3.0%	2.6%	3.3%	2.6%	2.7%
BAT	3.1%	2.9%	3.7%	3.0%	2.9%
LOR		0.1%		0.1%	
L&M	0.1%				
OTH					
All Cigt	7.7%	7.4%	9.0%	8.0%	7.8%
PL/BLK & WHT					
RJR	3.2%	2.8%	4.4%	3.7%	3.9%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	3.2%	2.7%	4.4%	3.6%	3.8%

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51851 2874

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530303
Chain Name: HESS MID ATL MARTS

*** 10/27/97 Thru 01/25/98 *** Total Stores: 5

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	8466.0	36.2%	GPC	709.0	3.0%
NEWPORT	2888.0	12.3%	BASIC	682.0	2.9%
WINSTON	1463.0	6.3%	DORAL	597.0	2.6%
SALEM	1326.0	5.7%	Other	478.0	2.0%
CAMEL	1266.0	5.4%	Total	2466.0	10.5%
MERIT	713.0	3.0%	PL/BLK & WHT	Cartons	SOM
Other	3037.0	13.0%	SIGNATURE	11763.0	7.5%
Total	19159.0	81.9%			
			Total	1763.0	7.5%

** Qtr 4 - 1997 ** Total Stores: 5

FULL PRICE	Cartons	SOM
MARLBORO	8937.0	36.6%
NEWPORT	3333.0	13.6%
WINSTON	1441.0	5.9%
SALEM	1343.0	5.5%
CAMEL	1271.0	5.2%
MERIT	699.0	2.9%
Other	3074.0	12.6%
Total	20098.0	82.2%
BRANDED SAVINGS		
GPC APR	737.0	3.0%
BASIC	673.0	2.8%
DORAL	606.0	2.5%
Other	519.0	2.1%
Total	2535.0	10.3%
PL/BLK & WHT		
SIGNATURE	1812.0	7.4%
Total	1812.0	7.4%

** Qtr 3 - 1997 ** Total Stores: 5

FULL PRICE	Cartons	SOM
MARLBORO	9285.0	36.2%
NEWPORT	3295.0	12.9%
WINSTON	1405.0	5.5%
CAMEL	1312.0	5.1%
SALEM	1288.0	5.0%
MERIT	937.0	3.7%
Other	3511.0	13.7%
Total	21033.0	82.0%
BRANDED SAVINGS		
BASIC	792.0	3.1%
GPC APR	729.0	2.8%
DORAL	675.0	2.6%
Other	660.0	2.6%
Total	2856.0	11.1%
PL/BLK & WHT		
SIGNATURE	1744.0	6.8%
Total	1744.0	6.8%

** Qtr 2 - 1997 ** Total Stores: 5

FULL PRICE	Cartons	SOM
MARLBORO	9363.0	39.1%
NEWPORT	3072.0	12.8%
CAMEL	1269.0	5.3%
SALEM	1227.0	5.1%
WINSTON	1170.0	4.9%
MERIT	788.0	3.3%
Other	3386.0	14.2%
Total	20275.0	84.7%
BRANDED SAVINGS		
DORAL	736.0	3.1%
BASIC	683.0	2.9%
GPC APR	630.0	2.6%
Other	689.0	2.9%
Total	2738.0	11.4%
PL/BLK & WHT		
SIGNATURE	907.0	3.8%
Total	907.0	3.7%

** Qtr 1 - 1997 ** Total Stores: 5

FULL PRICE	Cartons	SOM
MARLBORO	9364.0	39.8%
NEWPORT	3101.0	13.2%
WINSTON	1192.0	5.1%
SALEM	1145.0	4.9%
CAMEL	1090.0	4.6%
MERIT	814.0	3.5%
Other	3369.0	14.3%
Total	20075.0	85.2%
BRANDED SAVINGS		
BASIC	771.0	3.3%
GPC APR	612.0	2.6%
DORAL	476.0	2.0%
Other	708.0	3.0%
Total	2567.0	10.9%
PL/BLK & WHT		
SIGNATURE	893.0	3.8%
Total	893.0	3.7%

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51851 2875

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530303
Chain Name: HESS MID ATL MARTS

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	5	5	5	5	5
FULL PRICE					
MARLBORO	39.8%	39.1%	36.2%	36.6%	36.2%
NEWPORT	13.2%	12.8%	12.9%	13.6%	12.3%
WINSTON	5.1%	4.9%	5.5%	5.9%	6.3%
SALEM	4.9%	5.1%	5.0%	5.5%	5.7%
CAMEL	4.6%	5.3%	5.1%	5.2%	5.4%
MERIT	3.5%	3.3%	3.7%	2.9%	3.0%
Other	14.1%	14.2%	13.6%	12.5%	13.0%
TOTAL	85.2%	84.7%	82.0%	82.2%	81.9%
BRANDED SAVINGS					
GPC					3.0%
BASIC	3.3%	2.9%	3.1%	2.8%	2.9%
DORAL	2.0%	3.1%	2.6%	2.5%	2.6%
Other	5.6%	5.4%	5.4%	5.0%	2.0%
TOTAL	10.9%	11.4%	11.1%	10.3%	10.5%
PL/BLK & WHT					
SIGNATURE	3.8%	3.8%	6.8%	7.4%	7.5%
Other	0.1%	0.1%			
TOTAL	3.7%	3.7%	6.8%	7.4%	7.5%
Total Industry Volume					
Cartons	23535.0	23920.0	25633.0	24445.0	23388.0
Vol % Change	N/A	+1.63%	+7.16%	-4.63%	-4.32%
Industry Weekly Average					
Cartons	1810.3	1840.0	1971.7	1880.3	1799.0
Weekly Store Average					
Industry	362.06	368.00	394.34	376.06	359.80
RJR	78.12	85.92	103.22	102.66	101.52

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51851 2876

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE TREND SUMMARY BY MANUFACTURER

Chain: 03530303
Chain Name: HESS MID ATL MARTS

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	5	5	5	5	5
TOTAL SOM					
RJR	21.6%	23.3%	26.1%	27.3%	28.2%
PM	52.8%	51.5%	49.1%	47.4%	47.5%
BAT	10.5%	10.3%	10.0%	10.0%	10.4%
LOR	14.6%	14.2%	14.1%	14.9%	13.6%
L&M	0.7%	0.5%	0.5%	0.4%	0.4%
OTH					
FULL PRICE					
RJR	15.7%	16.4%	16.6%	17.4%	18.1%
PM	47.9%	47.1%	44.5%	43.5%	43.4%
BAT	6.6%	6.5%	6.2%	6.1%	6.5%
LOR	14.6%	14.2%	14.1%	14.9%	13.6%
L&M	0.6%	0.5%	0.5%	0.4%	0.4%
OTH					
All Cigt	85.2%	84.7%	82.0%	82.2%	81.9%
BRANDED SAVINGS					
RJR	2.1%	3.1%	2.7%	2.5%	2.6%
PM	4.9%	4.4%	4.6%	3.9%	4.1%
BAT	3.9%	3.8%	3.8%	3.9%	3.9%
LOR					
L&M	0.1%				
OTH					
All Cigt	10.9%	11.4%	11.1%	10.3%	10.5%
PL/BLK & WHT					
RJR	3.8%	3.8%	6.8%	7.4%	7.5%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	3.7%	3.7%	6.8%	7.4%	7.5%

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51851 2877

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT CUSTOMER ACCOUNT MANAGEMENT
TOP BRAND FAMILIES - VOLUME & SHARE BY QUARTER

Chain: 03530304
Chain Name: HESS UPSTATE NY MART

*** 10/27/97 Thru 01/25/98 *** Total Stores: 33

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	63301.0	38.6%	BASIC	12181.0	7.4%
WINSTON	10974.0	6.7%	DORAL	8695.0	5.3%
NEWPORT	10441.0	6.4%	GPC APR	4023.0	2.5%
CAMEL	10037.0	6.1%	Other	9284.0	5.7%
MERIT	5859.0	3.6%	Total	34183.0	20.8%
SALEM	4208.0	2.6%	PL/BLK & WHT	Cartons	SOM
Other	16897.0	10.3%	SIGNATURE	8054.0	4.9%
Total	121717.0	74.2%	PRIME	2.0	
			Total	8056.0	4.9%

** Qtr 4 - 1997 ** Total Stores: 33

FULL PRICE	Cartons	SOM
MARLBORO	60479.0	37.7%
NEWPORT	12693.0	7.9%
WINSTON	10560.0	6.6%
CAMEL	9683.0	6.0%
MERIT	5701.0	3.5%
SALEM	4049.0	2.5%
Other	16226.0	10.1%
Total	119391.0	74.3%
BRANDED SAVINGS		
BASIC	11790.0	7.3%
DORAL	8681.0	5.4%
GPC APR	3853.0	2.4%
Other	9012.0	5.6%
Total	33336.0	20.7%
PL/BLK & WHT		
SIGNATURE	7879.0	4.9%
PRIME	4.0	
PRICE MASTER	4.0	
Total	7887.0	4.9%

** Qtr 3 - 1997 ** Total Stores: 30

FULL PRICE	Cartons	SOM
MARLBORO	54986.0	38.6%
NEWPORT	10081.0	7.1%
CAMEL	8208.0	5.8%
WINSTON	7695.0	5.4%
MERIT	5757.0	4.0%
SALEM	3218.0	2.3%
Other	14628.0	10.3%
Total	104573.0	73.4%
BRANDED SAVINGS		
BASIC	11110.0	7.8%
DORAL	6815.0	4.8%
GPC APR	3051.0	2.1%
Other	9052.0	6.4%
Total	30028.0	21.1%
PL/BLK & WHT		
SIGNATURE	7641.0	5.4%
PRICE MASTER	41.0	
PRIME	11.0	
Total	7693.0	5.4%

** Qtr 2 - 1997 ** Total Stores: 30

FULL PRICE	Cartons	SOM
MARLBORO	52123.0	40.4%
NEWPORT	8660.0	6.7%
CAMEL	7763.0	6.0%
WINSTON	6084.0	4.7%
MERIT	5555.0	4.3%
SALEM	3043.0	2.4%
Other	14713.0	11.4%
Total	97941.0	75.8%
BRANDED SAVINGS		
BASIC	9300.0	7.2%
DORAL	6228.0	4.8%
MONARCH	3241.0	2.5%
Other	8077.0	6.3%
Total	26846.0	20.7%
PL/BLK & WHT		
SIGNATURE	4317.0	3.3%
PRICE MASTER	48.0	
PRIME	6.0	
Other	2.0	
Total	4373.0	3.3%

** Qtr 1 - 1997 ** Total Stores: 28

FULL PRICE	Cartons	SOM
MARLBORO	45908.0	39.8%
NEWPORT	9371.0	8.1%
CAMEL	6024.0	5.2%
WINSTON	5932.0	5.1%
MERIT	4969.5	4.3%
SALEM	2679.0	2.3%
Other	12441.0	10.8%
Total	87324.5	75.7%
BRANDED SAVINGS		
BASIC	9411.0	8.2%
DORAL	4658.0	4.0%
MONARCH	2885.0	2.5%
Other	7327.0	6.4%
Total	24281.0	21.0%
PL/BLK & WHT		
SIGNATURE	3702.0	3.2%
PRICE MASTER	37.0	
PRIME	1.0	
Total	3740.0	3.2%

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51851 2878

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530304
Chain Name: HESS UPSTATE NY MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	28	30	30	33	33
FULL PRICE					
MARLBORO	39.8%	40.4%	38.6%	37.7%	38.6%
WINSTON	5.1%	4.7%	5.4%	6.6%	6.7%
NEWPORT	8.1%	6.7%	7.1%	7.9%	6.4%
CAMEL	5.2%	6.0%	5.8%	6.0%	6.1%
MERIT	4.3%	4.3%	4.0%	3.5%	3.6%
SALEM	2.3%	2.4%	2.3%	2.5%	2.6%
Other	10.9%	11.3%	10.2%	10.1%	10.2%
TOTAL	75.7%	75.8%	73.4%	74.3%	74.2%
BRANDED SAVINGS					
BASIC	8.2%	7.2%	7.8%	7.3%	7.4%
DORAL	4.0%	4.8%	4.8%	5.4%	5.3%
GPC APR	1.7%	1.9%	2.1%	2.4%	2.5%
Other	7.1%	6.8%	6.4%	5.6%	5.6%
TOTAL	21.0%	20.7%	21.1%	20.7%	20.8%
PL/BLK & WHT					
SIGNATURE	3.2%	3.3%	5.4%	4.9%	4.9%
PRIME					
Other					
TOTAL	3.2%	3.3%	5.4%	4.9%	4.9%
Total Industry Volume					
Cartons	115345.5	129160.0	142294.0	160614.0	163956.0
Vol % Change	N/A	+11.97%	+10.16%	+12.87%	+2.08%
Industry Weekly Average					
Cartons	8872.7	9935.3	10945.6	12354.9	12612.0
Weekly Store Average					
Industry	316.88	331.17	364.85	374.39	382.18
RJR	75.50	83.38	98.72	107.01	109.95

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51851 2879

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE TREND SUMMARY BY MANUFACTURER

Chain: 03530304
Chain Name: HESS UPSTATE NY MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	28	30	30	33	33
TOTAL SOM					
RJR	23.8%	25.2%	27.0%	28.5%	28.8%
PM	57.1%	57.0%	54.9%	52.9%	54.1%
BAT	7.6%	7.8%	7.6%	7.8%	7.9%
LOR	10.9%	9.6%	9.9%	10.6%	9.1%
L&M	0.6%	0.4%	0.5%	0.2%	0.2%
OTH					
FULL PRICE					
RJR	13.8%	14.2%	14.5%	16.1%	16.4%
PM	48.0%	48.9%	46.3%	44.9%	46.0%
BAT	4.3%	4.4%	4.1%	4.1%	4.2%
LOR	9.3%	8.0%	8.3%	9.0%	7.5%
L&M	0.3%	0.3%	0.3%	0.2%	0.2%
OTH					
All Cigt	75.7%	75.8%	73.4%	74.3%	74.2%
BRANDED SAVINGS					
RJR	6.8%	7.6%	7.1%	7.5%	7.5%
PM	9.1%	8.1%	8.6%	8.0%	8.1%
BAT	3.3%	3.4%	3.5%	3.7%	3.7%
LOR	1.6%	1.6%	1.6%	1.6%	1.6%
L&M	0.3%	0.1%	0.2%		
OTH					
All Cigt	21.0%	20.7%	21.1%	20.7%	20.8%
PL/BLK & WHT					
RJR	3.2%	3.4%	5.4%	4.9%	4.9%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	3.2%	3.3%	5.4%	4.9%	4.9%

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51851 2880

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530305
Chain Name: HESS NEW ENG MART

*** 10/27/97 Thru 01/25/98 *** Total Stores: 13

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	22031.0	45.1%	BASIC	2283.0	4.7%
NEWPORT	4319.0	8.8%	GPC APR	1116.0	2.3%
MERIT	2263.0	4.6%	DORAL	950.0	1.9%
WINSTON	1922.0	3.9%	Other	1491.0	3.1%
CAMEL	1896.0	3.9%	Total	5840.0	11.9%
SALEM	1230.0	2.5%	PL/BLK & WHT	Cartons	SOM
Other	6708.0	13.7%	SIGNATURE	22072.0	4.2%
Total	40369.0	82.6%	CHECKERS	561.0	1.1%
			EAGLE GENCO	-2.0	
			Total	2631.0	5.3%

** Qtr 4 - 1997 ** Total Stores: 12

FULL PRICE	Cartons	SOM
MARLBORO	20313.0	43.3%
NEWPORT	5251.0	11.2%
MERIT	2144.0	4.6%
WINSTON	1824.0	3.9%
CAMEL	1666.0	3.5%
PARLIAMENT	1175.0	2.5%
Other	6604.0	14.1%
Total	38977.0	83.0%
BRANDED SAVINGS		
BASIC	2143.0	4.6%
GPC APR	1100.0	2.3%
DORAL	878.0	1.9%
Other	1414.0	3.0%
Total	5535.0	11.7%
PL/BLK & WHT		
SIGNATURE	1855.0	4.0%
CHECKERS	555.0	1.2%
PRICE MASTER	11.0	
Total	2419.0	5.1%

** Qtr 3 - 1997 ** Total Stores: 11

FULL PRICE	Cartons	SOM
MARLBORO	18822.0	44.1%
NEWPORT	4401.0	10.3%
MERIT	2107.0	4.9%
CAMEL	1491.0	3.5%
WINSTON	1447.0	3.4%
PARLIAMENT	1032.0	2.4%
Other	6191.0	14.5%
Total	35491.0	83.1%
BRANDED SAVINGS		
BASIC	2205.0	5.2%
GPC	743.0	1.7%
DORAL	551.0	1.3%
Other	1360.0	3.2%
Total	4859.0	11.3%
PL/BLK & WHT		
SIGNATURE	1519.0	3.6%
CHECKERS	776.0	1.8%
PRICE MASTER	34.0	0.1%
Total	2329.0	5.4%

** Qtr 2 - 1997 ** Total Stores: 11

FULL PRICE	Cartons	SOM
MARLBORO	18258.0	46.5%
NEWPORT	4060.0	10.3%
MERIT	1897.0	4.8%
CAMEL	1213.0	3.1%
PARLIAMENT	1109.0	2.8%
WINSTON	1100.0	2.8%
Other	5692.0	14.5%
Total	33329.0	84.8%
BRANDED SAVINGS		
BASIC	1965.0	5.0%
GPC APR	557.0	1.4%
DORAL	541.0	1.4%
Other	1345.0	3.4%
Total	4408.0	11.2%
PL/BLK & WHT		
SIGNATURE	857.0	2.2%
CHECKERS	665.0	1.7%
PRICE MASTER	31.0	0.1%
Total	1553.0	3.9%

** Qtr 1 - 1997 ** Total Stores: 11

FULL PRICE	Cartons	SOM
MARLBORO	16681.0	44.2%
NEWPORT	4438.0	11.8%
MERIT	1795.0	4.8%
WINSTON	1101.0	2.9%
CAMEL	1026.0	2.7%
SALEM	881.0	2.3%
Other	5562.0	14.7%
Total	31484.0	83.4%
BRANDED SAVINGS		
BASIC	1987.0	5.3%
GPC APR	727.0	1.9%
DORAL	537.0	1.4%
Other	1496.0	4.0%
Total	4747.0	12.5%
PL/BLK & WHT		
SIGNATURE	871.0	2.3%
CHECKERS	575.0	1.5%
PRICE MASTER	37.0	0.1%
Total	1483.0	3.9%

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51851 2881

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530305
Chain Name: HESS NEW ENG MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	11	11	11	12	13
FULL PRICE					
MARLBORO	44.2%	46.5%	44.1%	43.3%	45.1%
NEWPORT	11.8%	10.3%	10.3%	11.2%	8.8%
MERIT	4.8%	4.8%	4.9%	4.6%	4.6%
WINSTON	2.9%	2.8%	3.4%	3.9%	3.9%
CAMEL	2.7%	3.1%	3.5%	3.5%	3.9%
SALEM	2.3%	2.2%	2.2%	2.5%	2.5%
Other	14.7%	15.1%	14.7%	14.0%	13.8%
TOTAL	83.4%	84.8%	83.1%	83.0%	82.6%
BRANDED SAVINGS					
BASIC	5.3%	5.0%	5.2%	4.6%	4.7%
GPC APR	1.9%	1.4%		2.3%	2.3%
DORAL	1.4%	1.4%	1.3%	1.9%	1.9%
Other	3.9%	3.4%	4.8%	2.9%	3.0%
TOTAL	12.5%	11.2%	11.3%	11.7%	11.9%
PL/BLK & WHT					
SIGNATURE	2.3%	2.2%	3.6%	4.0%	4.2%
CHECKERS	1.5%	1.7%	1.8%	1.2%	1.1%
EAGLE GENCO					
Other	0.1%			0.1%	
TOTAL	3.9%	3.9%	5.4%	5.1%	5.3%
Total Industry Volume					
Cartons	37714.0	39290.0	42679.0	46931.0	48840.0
Vol % Change	N/A	+4.17%	+8.62%	+9.96%	+4.06%
Industry Weekly Average					
Cartons	2901.0	3022.3	3283.0	3610.0	3756.9
Weekly Store Average					
Industry	263.72	274.75	298.45	300.83	288.99
RJR	35.21	36.57	46.50	51.82	51.92

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51851 2882

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530305
Chain Name: HESS NEW ENG MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	11	11	11	12	13
TOTAL SOM					
RJR	13.3%	13.4%	15.6%	17.3%	18.0%
PM	59.8%	62.1%	59.5%	57.6%	59.3%
BAT	9.9%	9.0%	9.1%	9.6%	9.7%
LOR	14.9%	13.3%	13.3%	13.9%	11.4%
L&M	0.5%	0.5%	0.6%	0.5%	0.5%
OTH	1.5%	1.7%	1.8%	1.2%	1.1%
FULL PRICE					
RJR	9.3%	9.5%	10.5%	11.2%	11.6%
PM	53.7%	56.4%	53.7%	52.5%	54.1%
BAT	6.3%	6.1%	6.0%	5.9%	6.0%
LOR	13.6%	12.3%	12.3%	13.0%	10.5%
L&M	0.5%	0.5%	0.6%	0.5%	0.5%
OTH					
All Cigt	83.4%	84.8%	83.1%	83.0%	82.6%
BRANDED SAVINGS					
RJR	1.6%	1.6%	1.5%	2.1%	2.2%
PM	6.1%	5.7%	5.8%	5.1%	5.2%
BAT	3.6%	2.9%	3.1%	3.7%	3.7%
LOR	1.3%	1.0%	1.0%	0.9%	0.9%
L&M					
OTH					
All Cigt	12.5%	11.2%	11.3%	11.7%	11.9%
PL/BLK & WHT					
RJR	2.4%	2.3%	3.6%	4.0%	4.2%
PM					
BAT					
LOR					
L&M					
OTH	1.5%	1.7%	1.8%	1.2%	1.1%
All Cigt	3.9%	3.9%	5.4%	5.1%	5.3%

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51851 2883

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530306
Chain Name: HESS GA/SC MART

*** 10/27/97 Thru 01/25/98 *** Total Stores: 39

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	46070.0	33.6%	DORAL	8566.0	6.2%
NEWPORT	13546.0	9.9%	BASIC	6397.0	4.7%
WINSTON	10013.0	7.3%	GPC APR	3726.0	2.7%
SALEM	7202.0	5.2%	Other	2854.0	2.1%
CAMEL	5995.0	4.4%	Total	21543.0	15.6%
KOOL	5080.0	3.7%	PL/BLK & WHT	Cartons	SOM
Other	17213.0	12.5%	SIGNATURE	10555.0	7.7%
Total	105119.0	76.6%			
			Total	10555.0	7.6%

** Qtr 4 - 1997 ** Total Stores: 39

FULL PRICE	Cartons	SOM
MARLBORO	40369.0	30.7%
NEWPORT	16199.0	12.3%
WINSTON	9460.0	7.2%
SALEM	6903.0	5.3%
CAMEL	5680.0	4.3%
KOOL	4888.0	3.7%
Other	16633.0	12.7%
Total	100132.0	76.2%
BRANDED SAVINGS		
DORAL	8207.0	6.3%
BASIC	5990.0	4.6%
GPC APR	3610.0	2.7%
Other	2841.0	2.2%
Total	20648.0	15.7%
PL/BLK & WHT		
SIGNATURE	10528.0	8.0%
Total	10528.0	8.0%

** Qtr 3 - 1997 ** Total Stores: 38

FULL PRICE	Cartons	SOM
MARLBORO	42440.0	34.9%
NEWPORT	13797.0	11.4%
WINSTON	6409.0	5.3%
SALEM	5247.0	4.3%
CAMEL	4443.0	3.7%
KOOL	4199.0	3.5%
Other	16180.0	13.3%
Total	92715.0	76.2%
BRANDED SAVINGS		
DORAL	7719.0	6.4%
BASIC	5674.0	4.7%
GPC APR	3444.0	2.8%
Other	2522.0	2.1%
Total	19359.0	15.9%
PL/BLK & WHT		
SIGNATURE	9461.0	7.8%
Total	9461.0	7.7%

** Qtr 2 - 1997 ** Total Stores: 38

FULL PRICE	Cartons	SOM
MARLBORO	39281.0	34.8%
NEWPORT	13184.0	11.7%
WINSTON	5426.0	4.8%
SALEM	5094.0	4.5%
CAMEL	4588.0	4.1%
VIRGINIA SLI	3767.0	3.3%
Other	15957.0	14.1%
Total	87297.0	77.3%
BRANDED SAVINGS		
DORAL	7008.0	6.2%
BASIC	4735.0	4.2%
GPC APR	3190.0	2.8%
Other	3014.0	2.7%
Total	17947.0	15.9%
PL/BLK & WHT		
SIGNATURE	7602.0	6.7%
Total	7602.0	6.7%

** Qtr 1 - 1997 ** Total Stores: 38

FULL PRICE	Cartons	SOM
MARLBORO	40040.0	33.8%
NEWPORT	15359.0	13.0%
WINSTON	5938.0	5.0%
SALEM	5292.0	4.5%
CAMEL	4503.0	3.8%
KOOL	4284.0	3.6%
Other	16676.0	14.1%
Total	92092.0	77.8%
BRANDED SAVINGS		
DORAL	5972.0	5.0%
BASIC	5615.0	4.7%
GPC APR	3225.0	2.7%
Other	2974.0	2.5%
Total	17786.0	15.0%
PL/BLK & WHT		
SIGNATURE	8483.0	7.2%
Total	8483.0	7.1%

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51851 2884

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530306
Chain Name: HESS GA/SC MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	38	38	38	39	39
FULL PRICE					
MARLBORO	33.8%	34.8%	34.9%	30.7%	33.6%
NEWPORT	13.0%	11.7%	11.4%	12.3%	9.9%
WINSTON	5.0%	4.8%	5.3%	7.2%	7.3%
SALEM	4.5%	4.5%	4.3%	5.3%	5.2%
CAMEL	3.8%	4.1%	3.7%	4.3%	4.4%
KOOL	3.6%	3.3%	3.5%	3.7%	3.7%
Other	14.1%	14.1%	13.1%	12.7%	12.5%
TOTAL	77.8%	77.3%	76.2%	76.2%	76.6%
BRANDED SAVINGS					
DORAL	5.0%	6.2%	6.4%	6.3%	6.2%
BASIC	4.7%	4.2%	4.7%	4.6%	4.7%
GPC APR	2.7%	2.8%	2.8%	2.7%	2.7%
Other	2.6%	2.7%	2.0%	2.1%	2.0%
TOTAL	15.0%	15.9%	15.9%	15.7%	15.6%
PL/BLK & WHT					
SIGNATURE	7.2%	6.7%	7.8%	8.0%	7.7%
Other	0.1%		0.1%		0.1%
TOTAL	7.1%	6.7%	7.7%	8.0%	7.6%
Total Industry Volume					
Cartons	118361.0	112846.0	121535.0	131308.0	137217.0
Vol % Change	N/A	-4.65%	+7.69%	+8.04%	+4.50%
Industry Weekly Average					
Cartons	9104.6	8680.4	9348.8	10100.6	10555.1
Weekly Store Average					
Industry	239.59	228.43	246.02	258.98	270.64
RJR	67.56	65.82	72.88	86.19	89.16

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51851 2885

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530306
Chain Name: HESS GA/SC MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	38	38	38	39	39
TOTAL SOM					
RJR	28.2%	28.7%	29.7%	33.3%	33.0%
PM	47.0%	47.7%	48.0%	43.0%	46.1%
BAT	10.9%	10.9%	10.3%	10.5%	10.3%
LOR	13.8%	12.5%	12.1%	13.1%	10.6%
L&M	0.1%	0.1%	0.1%	0.1%	0.1%
OTH					
FULL PRICE					
RJR	15.9%	15.8%	15.5%	19.0%	19.0%
PM	41.5%	42.7%	42.6%	37.8%	40.8%
BAT	6.5%	6.2%	6.1%	6.3%	6.2%
LOR	13.8%	12.5%	12.1%	13.1%	10.6%
L&M	0.1%	0.1%	0.1%	0.1%	0.1%
OTH					
All Cigt	77.8%	77.3%	76.2%	76.2%	76.6%
BRANDED SAVINGS					
RJR	5.1%	6.2%	6.4%	6.3%	6.3%
PM	5.5%	5.0%	5.4%	5.2%	5.3%
BAT	4.4%	4.7%	4.2%	4.2%	4.1%
LOR					
L&M					
OTH					
All Cigt	15.0%	15.9%	15.9%	15.7%	15.6%
PL/BLK & WHT					
RJR	7.2%	6.7%	7.8%	8.0%	7.7%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	7.1%	6.7%	7.7%	8.0%	7.6%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51851 2886

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530307
Chain Name: HESS NFLA MART

*** 10/27/97 Thru 01/25/98 *** Total Stores: 31

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	67217.0	40.6%	DORAL	9609.0	5.8%
WINSTON	9907.0	6.0%	GPC	5719.0	3.5%
CAMEL	7490.2	4.5%	BASIC	3852.0	2.3%
NEWPORT	5394.0	3.3%	Other	4195.7	2.5%
SALEM	4034.0	2.4%	Total	23375.7	14.1%
VIRGINIA SLI	4032.0	2.4%	PL/BLK & WHT	Cartons	SOM
Other	19324.0	11.7%	SIGNATURE	247844.0	15.0%
Total	117398.2	70.9%	TOURNEY	-125.0	0.1%
			Total	24659.0	14.9%

** Qtr 4 - 1997 ** Total Stores: 32

FULL PRICE	Cartons	SOM
MARLBORO	60757.0	38.2%
WINSTON	9520.0	6.0%
NEWPORT	7859.0	4.9%
CAMEL	7738.1	4.9%
VIRGINIA SLI	3881.0	2.4%
SALEM	3751.0	2.4%
Other	18062.0	11.4%
Total	111568.1	70.1%
BRANDED SAVINGS		
DORAL	9056.0	5.7%
GPC APR	5360.0	3.4%
BASIC	3323.0	2.1%
Other	4049.3	2.5%
Total	21788.3	13.6%
PL/BLK & WHT		
SIGNATURE	25869.0	16.3%
TOURNEY	-124.0	0.1%
Total	25745.0	16.1%

** Qtr 3 - 1997 ** Total Stores: 32

FULL PRICE	Cartons	SOM
MARLBORO	55998.0	39.6%
WINSTON	6987.0	4.9%
NEWPORT	5447.0	3.9%
CAMEL	5365.4	3.8%
BENSON & HED	3999.0	2.8%
VIRGINIA SLI	3188.0	2.3%
Other	16074.0	11.4%
Total	97058.4	68.6%
BRANDED SAVINGS		
DORAL	7665.0	5.4%
GPC APR	4223.0	3.0%
BASIC	3595.0	2.5%
Other	3935.7	2.8%
Total	19418.7	13.7%
PL/BLK & WHT		
SIGNATURE	24822.0	17.6%
Total	24822.0	17.5%

** Qtr 2 - 1997 ** Total Stores: 31

FULL PRICE	Cartons	SOM
MARLBORO	48703.0	40.3%
WINSTON	5408.0	4.5%
CAMEL	4905.2	4.1%
NEWPORT	4740.0	3.9%
BENSON & HED	3382.0	2.8%
VIRGINIA SLI	2939.0	2.4%
Other	15542.0	12.9%
Total	85619.2	70.8%
BRANDED SAVINGS		
DORAL	7084.0	5.9%
GPC APR	3942.0	3.3%
BASIC	3208.0	2.7%
Other	4091.6	3.4%
Total	18325.6	15.1%
PL/BLK & WHT		
SIGNATURE	16912.0	14.0%
TOURNEY	-42.0	
Total	16870.0	13.9%

** Qtr 1 - 1997 ** Total Stores: 33

FULL PRICE	Cartons	SOM
MARLBORO	47799.0	38.7%
NEWPORT	7444.0	6.0%
WINSTON	5291.0	4.3%
CAMEL	4736.5	3.8%
BENSON & HED	3910.0	3.2%
VIRGINIA SLI	3095.0	2.5%
Other	16589.0	13.4%
Total	88864.5	71.8%
BRANDED SAVINGS		
DORAL	6119.0	4.9%
BASIC	3670.0	3.0%
GPC APR	3443.0	2.8%
Other	4418.6	3.6%
Total	17650.6	14.2%
PL/BLK & WHT		
SIGNATURE	17145.0	13.9%
Total	17145.0	13.8%

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51851 2887

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

Chain: 03530307
Chain Name: HESS NFLA MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	33	31	32	32	31
FULL PRICE					
MARLBORO	38.7%	40.3%	39.6%	38.2%	40.6%
WINSTON	4.3%	4.5%	4.9%	6.0%	6.0%
CAMEL	3.8%	4.1%	3.8%	4.9%	4.5%
NEWPORT	6.0%	3.9%	3.9%	4.9%	3.3%
SALEM	2.3%	2.2%	2.0%	2.4%	2.4%
VIRGINIA SLI	2.5%	2.4%	2.3%	2.4%	2.4%
Other	14.2%	13.4%	12.1%	11.3%	11.7%
TOTAL	71.8%	70.8%	68.6%	70.1%	70.9%
BRANDED SAVINGS					
DORAL	4.9%	5.9%	5.4%	5.7%	5.8%
GPC					3.5%
BASIC	3.0%	2.7%	2.5%	2.1%	2.3%
Other	6.3%	6.5%	5.8%	5.8%	2.5%
TOTAL	14.2%	15.1%	13.7%	13.6%	14.1%
PL/BLK & WHT					
SIGNATURE	13.9%	14.0%	17.6%	16.3%	15.0%
TOURNEY				0.1%	0.1%
Other	0.1%	0.1%	0.1%	0.1%	
TOTAL	13.8%	13.9%	17.5%	16.1%	14.9%
Total Industry Volume					
Cartons	123660.1	120814.8	141299.1	159101.4	165432.9
Vol % Change	N/A	-2.30%	+16.95%	+12.59%	+3.97%
Industry Weekly Average					
Cartons	9512.3	9293.4	10869.1	12238.5	12725.6
Weekly Store Average					
Industry	288.25	299.78	339.65	382.45	410.50
RJR	90.07	97.18	120.06	139.55	143.98

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51851 2888

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE TREND SUMMARY BY MANUFACTURER

Chain: 03530307
Chain Name: HESS NFLA MART

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	33	31	32	32	31
TOTAL SOM					
RJR	31.3%	32.4%	35.4%	36.5%	35.0%
PM	50.6%	51.5%	50.1%	47.8%	50.8%
BAT	10.9%	11.0%	9.6%	9.8%	10.0%
LOR	7.1%	4.9%	4.8%	5.8%	4.1%
L&M	0.2%	0.2%	0.2%		
OTH					
FULL PRICE					
RJR	12.1%	12.2%	12.1%	14.4%	14.1%
PM	46.5%	47.8%	46.7%	44.9%	47.6%
BAT	6.0%	5.7%	5.0%	4.9%	5.0%
LOR	7.1%	4.9%	4.8%	5.8%	4.1%
L&M	0.2%	0.2%	0.2%	0.1%	0.1%
OTH					
All Cigt	71.8%	70.8%	68.6%	70.1%	70.9%
BRANDED SAVINGS					
RJR	5.3%	6.2%	5.7%	5.8%	5.9%
PM	4.1%	3.7%	3.4%	2.9%	3.2%
BAT	4.9%	5.3%	4.6%	4.9%	5.0%
LOR					
L&M					
OTH					
All Cigt	14.2%	15.1%	13.7%	13.6%	14.1%
PL/BLK & WHT					
RJR	13.9%	14.0%	17.6%	16.3%	15.0%
PM					
BAT					
LOR					
L&M				0.1%	0.1%
OTH					
All Cigt	13.8%	13.9%	17.5%	16.1%	14.9%

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51851 2889

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: AMERADA HESS CORP.
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1998/01/01 - 1998/03/31 ELAPSED DAYS: 90
1ST.PERIOD DATES: 1997/01/01 - 1997/03/31 ELAPSED DAYS: 90

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
(3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
(5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER RIDE TIER	OVER RIDE SEG	BRAND DESCRIPTION	OVER RIDE	TIER DESCRIPTION
			1	FULL PRICE
			2	BRANDED SAVINGS
			3	PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CLASS:

SALES LEVEL:
CHAIN: 035303XX
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

****
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REPORT MESSAGES:

51851 2890

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 217 PRD 2: 225 01/01/97 - 03/31/97 01/01/98 - 03/31/98

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS	233	0.03%	159	0.01%	-74	-0.02	0/100	0/100
R.J. REYNOLDS	109001	16.02%	154331	17.89%	45330	1.87	0/100	0/100
PHILIP MORRIS	454693	66.84%	572335	66.34%	117642	-0.50	0/100	0/100
LORILLARD	69677	10.24%	81991	9.50%	12314	-0.74	0/100	0/100
LIGGETT & MYERS	1451	0.21%	1534	0.17%	83	-0.04	0/100	0/100
B.A.T.	45117	6.63%	52281	6.06%	7164	-0.57	0/100	0/100
-INDUSTRY FULL PRICE	680173	80.79%	862630	77.76%	182457		0/100	0/100
BRANDED SAVINGS								
OTHER MISC MANUFTURS	1891	1.57%	1752	1.11%	-139	-0.46	0/100	0/100
R.J. REYNOLDS	40655	33.83%	67714	42.90%	27059	9.07	0/100	0/100
PHILIP MORRIS	43588	36.27%	45392	28.76%	1804	-7.51	0/100	0/100
LORILLARD	3928	3.26%	2617	1.65%	-1311	-1.61	0/100	0/100
LIGGETT & MYERS	381	0.31%			-381	-0.31	0/100	0/100
B.A.T.	29706	24.72%	40344	25.56%	10638	0.84	0/100	0/100
-INDUSTRY BRANDED SAVINGS	120148	14.27%	157819	14.22%	37671		0/100	0/100
PL/BLK & WHT								
R.J. REYNOLDS	37126	89.44%	89361	100.61%	52235	11.17	0/100	0/100
PHILIP MORRIS	3243	7.81%			-3243	-7.81	0/100	0/100
LIGGETT & MYERS	1137	2.73%	-547	0.61%	-1684	-3.34	0/100	0/100
-INDUSTRY PL/BLK & WHT	41506	4.93%	88814	8.00%	47308		0/100	0/100
- INDUSTRY- SAVINGS	161655	19.20%	246633	22.23%	84978		0/100	0/100
-INDUSTRY- TOTAL	841827	100.00%	1109264	100.00%	267437		0/100	0/100
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS	2123	0.25%	1910	0.17%	-213	-0.08	0/100	0/100
R.J. REYNOLDS	186782	22.18%	311406	28.07%	124624	5.89	0/100	0/100
PHILIP MORRIS	501524	59.57%	617727	55.68%	116203	-3.89	0/100	0/100
LORILLARD	73606	8.74%	84608	7.62%	11002	-1.12	0/100	0/100
LIGGETT & MYERS	2968	0.35%	987	0.08%	-1981	-0.27	0/100	0/100
B.A.T.	74824	8.88%	92625	8.35%	17801	-0.53	0/100	0/100
-COMBINED- INDUSTRY	841827	100.00%	1109264	100.00%	267437		0/100	0/100

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2891

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAM530BS 2 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 04/20/98 08:00
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 217 PRD 2: 225 01/01/97 - 03/31/97 01/01/98 - 03/31/98

** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT ROTHMAN	47	0.01%	25		-22	-0.01		
TOT BELVEDERE	17		26		9			
TOT ST MORITZ			1		1			
TOT MATINEE	38		17		-21			
TOT DU MAURIER	95	0.01%	52		-43	-0.01		
TOT DUNHILL	35		36		1			
TOTAL OTH FULL PRICE	233	0.03%	159	0.01%	-74	-0.02		
TOT MALIBU			53		53			
TOT MONTCLAIR	1891	0.22%	1699	0.15%	-192	-0.07		
TOTAL OTH BRANDED SAVINGS	1891	0.22%	1752	0.16%	-139	-0.06		
TOTAL OTHER MISC MANUFTURS	2123	0.25%	1910	0.17%	-213	-0.08		
TOT CAMEL REG	4289	0.51%	5810	0.52%	1521	0.01		
TOT CAMEL XREG	31485	3.74%	40645	3.66%	9160	-0.08		
TOT CAMEL	35774	4.25%	46455	4.18%	10681	-0.07		
TOT MORE	2553	0.30%	2444	0.22%	-109	-0.08		
TOT NOW	2854	0.34%	2966	0.27%	112	-0.07		
TOT SALEM	20716	2.46%	34543	3.11%	13827	0.65		
TOT VANTAGE	6854	0.81%	6828	0.62%	-26	-0.19		
TOT WINSTON SELECT	4133	0.49%	4142	0.37%	9	-0.12		
TOT WINSTON XSEL	36081	4.29%	56943	5.13%	20862	0.84		
TOT WINSTON	40214	4.78%	61085	5.50%	20871	0.72		
TOT EXPORT A	34		9		-25			
TOTAL RJR FULL PRICE	109001	12.95%	154331	13.91%	45330	0.96		
TOT MONARCH	6599	0.78%	3265	0.29%	-3334	-0.49		
TOT DORAL	32473	3.86%	63500	5.72%	31027	1.86		
TOT MAGNA	1055	0.13%	781	0.07%	-274	-0.06		
TOT CENTURY	254	0.03%	71	0.01%	-183	-0.02		
TOT STERLING	275	0.03%	97	0.01%	-178	-0.02		
TOTAL RJR BRANDED SAVINGS	40655	4.83%	67714	6.10%	27059	1.27		
TOT SIGNATURE	37052	4.40%	89361	8.06%	52309	3.66		
TOT PRICE MASTER	74	0.01%			-74	-0.01		
TOTAL RJR PL/BLK & WHT	37126	4.41%	89361	8.06%	52235	3.65		
TOTAL R.J. REYNOLDS	186782	22.19%	311406	28.07%	124624	5.88		
TOT BENSON & HEDGE	18878	2.24%	17905	1.61%	-973	-0.63		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 2892

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: AMERADA HESS CORP.

PL/BLK & WHT	++ TOTAL STORES ++ PRD 1: 217 PRD 2: 225 ++ P E R I O D 1 ++ 01/01/97 - 03/31/97 #CTNS	SHARE	++ P E R I O D 2 ++ 01/01/98 - 03/31/98 #CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT BEN & HED MULT	2		10		8			
TOT MERIT	20839	2.48%	20395	1.84%	-444	-0.64		
TOT MARLBORO	388959	46.20%	504993	45.53%	116034	-0.67		
TOT PARLIAMENT	8177	0.97%	9971	0.90%	1794	-0.07		
TOT COMMANDER	3				-3			
TOT SARATOGA	534	0.06%	452	0.04%	-82	-0.02		
TOT VIRGINIA SLIMS	17208	2.04%	18609	1.68%	1401	-0.36		
TOT PLAYERS (20)	89	0.01%	1		-88	-0.01		
TOT PLAYERS (25)	4				-4			
TOTAL PM FULL PRICE	454693	54.01%	572335	51.60%	117642	-2.41		
TOT ALPINE (G)	1601	0.19%	1482	0.13%	-119	-0.06		
TOT BRISTOL	93	0.01%	81	0.01%	-12			
TOT BUCKS	122	0.01%	48		-74	-0.01		
TOT BASIC	35552	4.22%	38860	3.50%	3308	-0.72		
TOT PLAYERS (25) S	5				-5			
TOT CAMBRIDGE	6215	0.74%	4921	0.44%	-1294	-0.30		
TOTAL PM BRANDED SAVINGS	43588	5.18%	45392	4.09%	1804	-1.09		
TOT BRONSON	3243	0.39%			-3243	-0.39		
TOTAL PM PL/BLK & WHT	3243	0.39%			-3243	-0.39		
TOTAL PHILIP MORRIS	501524	59.58%	617727	55.69%	116203	-3.89		
TOT KENT	5104	0.61%	5346	0.48%	242	-0.13		
TOT MAX	138	0.02%	91	0.01%	-47	-0.01		
TOT NEWPORT	59786	7.10%	71967	6.49%	12181	-0.61		
TOT STYLE	188	0.02%			-188	-0.02		
TOT TRUE	4462	0.53%	4587	0.41%	125	-0.12		
TOTAL LOR FULL PRICE	69677	8.28%	81991	7.39%	12314	-0.89		
TOT OLD GOLD (G)	2107	0.25%	2547	0.23%	440	-0.02		
TOT MAVERICK SPECI	1821	0.22%	70	0.01%	-1751	-0.21		
TOTAL LOR BRANDED SAVINGS	3928	0.47%	2617	0.24%	-1311	-0.23		
TOTAL LORILLARD	73606	8.74%	84608	7.63%	11002	-1.11		
TOT CHESTERFIELD	160	0.02%	91	0.01%	-69	-0.01		
TOT EVE	594	0.07%	790	0.07%	196			
TOT L&M	339	0.04%	305	0.03%	-34	-0.01		
TOT LARK	358	0.04%	348	0.03%	-10	-0.01		

51851 2893

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 217 PRD 2: 225 01/01/97 - 03/31/97 01/01/98 - 03/31/98

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOTAL L&M FULL PRICE	1451	0.17%	1534	0.14%	83	-0.03		
TOT PYRAMID	381	0.05%			-381	-0.05		
TOTAL L&M BRANDED SAVINGS	381	0.05%			-381	-0.05		
TOT YOURS	796	0.09%			-796	-0.09		
TOT SINCERELY YOUR	341	0.04%			-341	-0.04		
TOT TOURNEY			-547	0.05%	-547	-0.05		
TOTAL L&M PL/BLK & WHT	1137	0.14%	-547	0.05%	-1684	-0.19		
TOTAL LIGGETT & MYERS	2968	0.35%	987	0.09%	-1981	-0.26		
TOT CARLTON	9241	1.10%	10108	0.91%	867	-0.19		
TOT PALL MALL	5779	0.69%	5750	0.52%	-29	-0.17		
TOT TAREYTON	2595	0.31%	2785	0.25%	190	-0.06		
TOT BELAIR	496	0.06%	450	0.04%	-46	-0.02		
TOT CAPRI TRIM	5311	0.63%	5938	0.54%	627	-0.09		
TOT KOOL	18780	2.23%	24521	2.21%	5741	-0.02		
TOT LUCKY STRIKE	1677	0.20%	1653	0.15%	-24	-0.05		
TOT RALEIGH	332	0.04%	296	0.03%	-36	-0.01		
TOT BARCLAY	908	0.11%	780	0.07%	-128	-0.04		
TOTAL B&W FULL PRICE	45117	5.36%	52281	4.71%	7164	-0.65		
TOT MISTY	7707	0.92%	7260	0.65%	-447	-0.27		
TOT GPC	17166	2.04%	28666	2.58%	11500	0.54		
TOT RALEIGH EX	265	0.03%	90	0.01%	-175	-0.02		
TOT RICHLAND(20)	1				-1			
TOT VICEROY (G)	4567	0.54%	4328	0.39%	-239	-0.15		
TOTAL B&W BRANDED SAVINGS	29706	3.53%	40344	3.64%	10638	0.11		
TOTAL B.A.T.	74824	8.89%	92625	8.35%	17801	-0.54		
-INDUSTRY- TOTAL	841827	100.00%	1109264	100.00%	267437		0/100	0/100

COMBINED TOTALS(ALL BRANDS)

OTHER MISC MANUFTURS	2123	0.25%	1910	0.17%	-213	-0.08	0/100	0/100
R.J. REYNOLDS	186782	22.18%	311406	28.07%	124624	5.89	0/100	0/100
PHILIP MORRIS	501524	59.57%	617727	55.68%	116203	-3.89	0/100	0/100
LORILLARD	73606	8.74%	84608	7.62%	11002	-1.12	0/100	0/100
LIGGETT & MYERS	2968	0.35%	987	0.09%	-1981	-0.27	0/100	0/100

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAM530BS 1

RJRT CUSTOMER ACCOUNT MANAGEMENT
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

04/20/98 08:00

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++
PRD 1: 217 PRD 2: 225

COMPANY TOTALS(ALL BRANDS)	++ PERIOD 1 ++ 01/01/97 - 03/31/97 #CTNS	SHARE	++ PERIOD 2 ++ 01/01/98 - 03/31/98 #CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
B.A.T.	74824	8.88%	92625	8.35%	17801	-0.53	0/100	0/100
-COMBINED- INDUSTRY	841827	100.00%	1109264	100.00%	267437		0/100	0/100

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Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

CAM530B7 7

RJRT ACCOUNT INFORMATION MANAGEMENT
SHARE OF PROMOTION BY COMPANY
CARTON EQUIVALENT SUMMARY

PAGE:
04/20/98 08:00

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ PRD 1: 217 PRD 2: 225	++ P E R I O D 1 ++ 01/01/97 - 03/31/97		++ P E R I O D 2 ++ 01/01/98 - 03/31/98			
	CTNS	SHARE	CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
R.J. REYNOLDS	6165	30.42%	10205	70.59%	4040	40.17
PHILIP MORRIS	9323	46.01%	3002	20.76%	-6321	-25.25
B.A.T.	4773	23.55%	1248	8.63%	-3525	-14.92
-INDUSTRY FULL PRICE	20261	70.29%	14455	50.47%	-5806	
BRANDED SAVINGS						
R.J. REYNOLDS	3182	37.15%	10944	77.15%	7762	40.00
PHILIP MORRIS	4847	56.60%	3240	22.84%	-1607	-33.76
B.A.T.	534	6.23%			-534	-6.23
-INDUSTRY BRANDED SAVINGS	8563	29.70%	14184	49.52%	5621	
-INDUSTRY						
-INDUSTRY- TOTAL	28824	100.00%	28639	100.00%	-185	
COMBINED TOTALS						
R.J. REYNOLDS	9347	32.42	21149	73.84	11802	41.42
PHILIP MORRIS	14170	49.16	6242	21.79	-7928	-27.37
B.A.T.	5307	18.41	1248	4.35	-4059	-14.06
-COMBINED- INDUSTRY	28824	100.00%	28639	100.00%	-185	

51851 2896

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++			++ P E R I O D 1 ++		++ P E R I O D 2 ++		
PRD 1: 217 PRD 2: 225			01/01/97 - 03/31/97		01/01/98 - 03/31/98		
PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100	G	9999999999			416		416
KOOL M 100	I	9999999999	16				16
KOOL M 100	U	9999999999	641				641
KOOL M 100 BX	I	9999999999	312				312
KOOL M 100 BX	U	9999999999	14				14
KOOL M 85 BX	G	9999999999			208		208
KOOL M 85 BX	I	9999999999	309				309
KOOL M 85 BX	U	9999999999	1226				1226
KOOL M 85 SP	G	9999999999			416		416
KOOL M 85 SP	I	9999999999	47				47
KOOL M 85 SP	U	9999999999	1422				1422
KOOL MILD M 100 BX	I	9999999999	128				128
KOOL MILDS M 85 BX	I	9999999999	147				147
KOOL MILDS M 85 SP	G	9999999999			208		208
KOOL MILDS M 85 SP	I	9999999999	16				16
KOOL MILDS M 85 SP	U	9999999999	495				495
TOTAL KOOL			4773	25.42%	1248	5.09%	-3525
TOTAL B&W FULL PRICE			4773	10.58%	1248	2.39%	-3525
MISTY SL LT M100B	U	9999999999	3				3
MISTY SL LT 100BX	U	9999999999	17				17
MISTY SLM F M 100B	U	9999999999	3				3
MISTY SLM FF 100 B	U	9999999999	3				3
MISTY SLM L M 120B	U	9999999999	3				3
MISTY SLM LT 120 B	U	9999999999	3				3
TOTAL MISTY			32	0.42%			-32
GPC APR FF 100 BX	C	9999999999	8				8
GPC APR FF 100 BX	U	9999999999	42				42
GPC APR FF 100 SP	U	9999999999	176				176
GPC APR FF 85 BX	C	9999999999	8				8
GPC APR FF 85 BX	U	9999999999	42				42
GPC APR FF 85 SP	U	9999999999	176				176
GPC APR LT 100 BX	C	9999999999	4				4
GPC APR LT 100 BX	U	9999999999	21				21
GPC APR LT 85 BX	C	9999999999	4				4
GPC APR LT 85 BX	U	9999999999	21				21
TOTAL GPC APR			502	2.92%			-502
TOTAL B&W BRANDED SAVINGS			534	1.80%			-534
TOTAL B.A.T.			5307	7.09%	1248	1.35%	-4059

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2897

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BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ PRD 1: 217 PRD 2: 225			++ P E R I O D 1 ++ 01/01/97 - 03/31/97		++ P E R I O D 2 ++ 01/01/98 - 03/31/98		
PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
B&H DLX ULM100BX	J	9999999999	355				355
B&H DLX ULM100BX	P	9999999999			59		59
B&H F 100 SP	J	9999999999	355				355
B&H LT M 100 SP	J	9999999999	355				355
B&H LT M 100 SP	P	9999999999			59		59
B&H M 100 SP	J	9999999999	355				355
B&H M 100 SP	P	9999999999			118		118
TOTAL BENSON & HEDGES			1420	7.52%	236	1.32%	-1184
MERIT F 85 BX	J	9999999999	176				176
MERIT F 85 SP	J	9999999999			168		168
MERIT ULT 100	J	9999999999			168		168
MERIT ULT 100B	J	9999999999	177				177
MERIT ULT 100B	M	9999999999	10				10
MERIT ULT 85B	J	9999999999	213		168		45
MERIT ULT 85SP	J	9999999999	213		168		45
TOTAL MERIT			789	3.79%	672	3.29%	-117
MARL L M 100BX	J	9999999999			3		3
MARL L M 100BX	P	9999999999	60				60
MARL L M 100BX	U	9999999999	292				292
MARL L M 85 BX	J	9999999999			6		6
MARL L M 85 BX	P	9999999999	119				119
MARL L M 85 BX	U	9999999999	232				232
MARL LT 100 BX	P	9999999999	644				644
MARL MED F85BX	P	9999999999	644				644
MARL MED F85BX	U	9999999999	274				274
MARLBORO F 85 BX	P	9999999999	1932				1932
MARLBORO F 85 SP	P	9999999999	195				195
MARLBORO LT85 BX	P	9999999999	1932				1932
MARLBORO M 85 BX	J	9999999999			3		3
MARLBORO M 85 SP	P	9999999999	60				60
MARLBORO M 85 SP	U	9999999999	169				169
TOTAL MARLBORO			6553	1.68%	12		-6541
PARLIAMENT LM KG B	J	9999999999	141				141
PARLIAMENT LM KG B	P	9999999999			68		68
PARLIAMENT L85B	J	9999999999	423				423
PARLIAMENT L85B	P	9999999999			672		672

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2898

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 217 PRD 2: 225 01/01/97 - 03/31/97 01/01/98 - 03/31/98

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL PARLIAMENT			564	6.90%	740	7.42%	176
V SLIMS LM100 BX	J	9999999999			336		336
V SLIMS LT100 BX	J	9999999999			336		336
V SLIMS ULT100BX	J	9999999999			336		336
V SLIMS UM100 BX	J	9999999999			336		336
TOTAL VIRGINIA SLIMS					1344	7.22%	1344
TOTAL PM FULL PRICE			9326	2.05%	3004	0.52%	-6322
BASIC FF KG BX	J	9999999999	453		288		165
BASIC FF KG BX	M	9999999999	70				70
BASIC FF KG BX	U	9999999999	60				60
BASIC FF M KG BX	J	9999999999	491				491
BASIC FF M KG BX	U	9999999999	25				25
BASIC FF M 100	J	9999999999	194				194
BASIC FF 100	J	9999999999	468		780		312
BASIC FF 100	M	9999999999	70				70
BASIC FF 100	N	9999999999			20		20
BASIC FF 85	J	9999999999	208		492		284
BASIC FF 85	N	9999999999			20		20
BASIC LT KG BX	J	9999999999	661		288		373
BASIC LT KG BX	M	9999999999	70				70
BASIC LT KG BX	U	9999999999	17				17
BASIC LT M 100	J	9999999999	194				194
BASIC LT M 100	N	9999999999			20		20
BASIC LT M 100	U	9999999999	72				72
BASIC LT M 85	J	9999999999	194				194
BASIC LT M 85	U	9999999999	10				10
BASIC LT 100	J	9999999999	765		780		15
BASIC LT 100	M	9999999999	70				70
BASIC LT 100	N	9999999999			20		20
BASIC LT 85	J	9999999999			492		492
BASIC LT 85	N	9999999999			20		20
BASIC U LT 100	N	9999999999			20		20
TOTAL BASIC			4092	11.51%	3240	8.34%	-852
CAMBRIDGE F 100	L	9999999999	170				170
CAMBRIDGE F 85	L	9999999999	195				195
CAMBRIDGE LT F85	L	9999999999	194				194
CAMBRIDGE LTF100	L	9999999999	195				195
TOTAL CAMBRIDGE			754	12.13%			-754

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2899

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BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 217 PRD 2: 225 01/01/97 - 03/31/97 01/01/98 - 03/31/98

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL PM BRANDED SAVINGS			4846	11.12%	3240	7.14%	-1606
TOTAL PHILIP MORRIS			14172	2.83%	6244	1.01%	-7928
CAMEL F 85 HP	C	9999999999	4				4
CAMEL F 85 HP	I	9999999999	1807		274		1533
CAMEL F 85 HP	J	9999999999			1831		1831
CAMEL F 85 SP	C	9999999999	4				4
CAMEL F 85 SP	I	9999999999	256				256
CAMEL LT F 85 HP	C	9999999999	4				4
CAMEL LT F 85 HP	I	9999999999	1467		274		1193
CAMEL LT F 85 HP	J	9999999999			1831		1831
CAMEL LT F 85 SP	C	9999999999	4				4
CAMEL LT F 85 SP	I	9999999999	256				256
CAMEL LT F 99 BX	I	9999999999	340				340
CAMEL M LT83 BX	I	9999999999	516		5		511
CAMEL M LT83 BX	J	9999999999			126		126
CAMEL M 83 BX	C	9999999999	4				4
CAMEL M 83 BX	I	9999999999	516		6		510
CAMEL M 83 BX	J	9999999999			126		126
TOTAL CAMEL XREG			5178	16.45%	4473	11.01%	-705
TOTAL CAMEL			5178	16.45%	4473	11.01%	-705
SALEM SLD KSF M B	I	9999999999			70		70
SALEM SLD LT KSF M	I	9999999999			50		50
TOTAL SALEM					120	0.35%	120
WINSTON F 85 BX	C	9999999999	4				4
WINSTON F 85 BX	E	9999999999			1105		1105
WINSTON F 85 BX	J	9999999999			834		834
WINSTON F 85 BX	P	9999999999	122		17		105
WINSTON F 85 SP	I	9999999999	-5				5
WINSTON F 85 SP	P	9999999999	122		17		105
WINSTON F 85 SP	U	9999999999	253				253
WINSTON L F 100 B	C	9999999999	4				4
WINSTON LT F 85 BX	C	9999999999	4				4
WINSTON LT F 85 BX	E	9999999999			1105		1105
WINSTON LT F 85 BX	J	9999999999			1668		1668
WINSTON LT F 85 BX	P	9999999999	122		17		105
WINSTON LT F 85 BX	U	9999999999	100				100
WINSTON LT F 85 SP	P	9999999999	122		17		105

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2900

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ PRD 1: 217 PRD 2: 225			++ P E R I O D 1 ++ 01/01/97 - 03/31/97		++ P E R I O D 2 ++ 01/01/98 - 03/31/98		
PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
WINSTON LT F 85 SP U		9999999999	136				136
WINSTON ULT F 83 B J		9999999999			834		834
TOTAL WINSTON XSEL			984	2.73%	5614	9.86%	4630
TOTAL WINSTON			984	2.73%	5614	9.86%	4630
TOTAL RJR FULL PRICE			6162	5.65%	10207	6.61%	4045
DORAL F 100	G	9999999999			541		541
DORAL F 100	I	9999999999	112		146		34
DORAL F 100	J	9999999999	306		1759		1453
DORAL F 100	T	9999999999			-2		2
DORAL F 85 SP	J	9999999999	306				306
DORAL FF M 83 BX	J	9999999999			122		122
DORAL FF 100 BX	G	9999999999			541		541
DORAL FF 100 BX	I	9999999999	152				152
DORAL FF 100 BX	J	9999999999			122		122
DORAL FF 100 BX	U	9999999999	260				260
DORAL LT F 100	J	9999999999	306		1759		1453
DORAL LT F 85	G	9999999999			541		541
DORAL LT F 85	I	9999999999	112				112
DORAL LT F 85	J	9999999999	306		1637		1331
DORAL LT M 100	G	9999999999			541		541
DORAL LT M 100	I	9999999999			146		146
DORAL LT M 100	J	9999999999			1637		1637
DORAL LT M 100	T	9999999999			-2		2
DORAL LT 100 BX	I	9999999999	152				152
DORAL LT 100 BX	U	9999999999	260				260
DORAL LT 83 BX	I	9999999999	118				118
DORAL LT 83 BX	J	9999999999			122		122
DORAL LT 83 BX	U	9999999999	338				338
DORAL ULT F 100	J	9999999999			1213		1213
DORAL 85 B DSCT	I	9999999999	118				118
DORAL 85 B DSCT	J	9999999999			122		122
DORAL 85 B DSCT	U	9999999999	337				337
TOTAL DORAL			3183	9.80%	10945	17.24%	7762
TOTAL RJR BRANDED SAVINGS			3183	7.83%	10945	16.16%	7762
TOTAL R.J. REYNOLDS			9345	5.00%	21152	6.79%	11807

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 2901

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000

BY CHAIN: AMERADA HESS CORP.

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: 217 PRD 2: 225 01/01/97 - 03/31/97 01/01/98 - 03/31/98

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL INDUSTRY		28824	3.42%	28644	2.58%	-180

51851 2902

Source: https://www.industrydocuments.ucsf.edu/docs/txvy0000